

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVII

NEW YORK, JUNE 21, 1930

No. 25

AUTUMN LIST CUT NEARLY TWENTY-FIVE PER CENT

Our Summer and Autumn list in **1929** contained 66 new books and new editions; **this year** we are publishing only 50, a reduction of nearly twenty-five per cent. This is in accordance with our policy of publishing fewer books, announced in "**The Publishers' Weekly**" of January 4th, 1930.

Beginning the new season with Major A. Hamilton Gibbs' novel "Chances" and James Truslow Adams' biography "The Adams Family", we shall publish novels by E. Phillips Oppenheim, Jeffery Farnol, Walter D. Edmonds (author of "Rome Haul") and a genuine literary discovery "A River Goes With Heaven" by Howell Vines, a new Southern author; A. Edward Newton's "A Tourist in Spite of Himself" illustrated by Gluyas Williams; Captain Liddell Hart's "The Real War" (a 500-page up-to-date short history); Mazo de la Roche's "Portrait of a Dog"; Claude M. Fuess' two-volume biography of Daniel Webster; a life of Lucy Stone, Pioneer of Woman's Rights, by Alice Stone Blackwell; Gilbert Seldes' "The Future of Drinking", illustrated by Don Herold; and 16 boys' and girls' books of the highest type. These are merely some of the high lights.

Fewer new titles rather than dollar new fiction is our remedy for existing publishing and bookselling conditions.

Boston **LITTLE, BROWN & COMPANY** Publishers



CAPTURED!

An altogether new and unforgettable picture of the Great War! A young Hungarian officer in a crack Tiroler Kaiserjäger Regiment relates his fabulous experiences on the Eastern Front, and in a Russian prison camp. A hitherto unrevealed picture of scenes utterly different from those on the Western Front. With map.

By **FERDINAND HUSTZI HORVATH**
DODD, MEAD

\$2.50 AT ALL BOOKSTORES

READY JUNE 20

3

SUMMER SELLERS

**War and
Adventure
Character
and Drama
Romance
and Thrills**

For LOVE or MONEY —

When money stalks marriage the snare is sprung. Charles' wedding was the prelude to a farce of gold-digging, and his strange discovery on the brink of disaster perhaps holds a new solution to a fascinating problem.

SPRING DUST

By **OLIVE WADSLEY**
Author of "Traceries," "Tomorrow," etc.

\$2.00 At All Bookstores

DODD, MEAD • BOOKS TO READ

Millions to Marry...
But One Provision —

What happened to the grandsons of old John Datchley when he willed his fortune to the first one of them to marry after his death. A clever story containing more than appears on the surface, with a full quota of laughs and thrills.

By the author of
SONIA

THE DATCHLEY INHERITANCE

By **STEPHEN MCKENNA**
DODD, MEAD—BOOKS TO READ

\$2.50 At All Bookstores

DODD MEAD

Books to Read

449 4th Ave.
New York, N. Y.



For travellers

Little Known England

By HAROLD DONALDSON EBERLEIN

An ideal travel book for everyone going to England or planning to go. Here are enchanting bits of England, seldom found by the usual traveller, described by a well-known writer. 14 *illustrations and five maps.* \$5.00

For sportsmen

Lawn Tennis

Its Principles and Practice

By A. WALLIS MYERS, C. B. E.

In the newest addition to the Lonsdale Library a famous tennis critic gives the latest and most authoritative information on the game—strokes, players, matches, rules. This is a book you can sell to every tennis enthusiast by mentioning Mr. Wallis's name. 76 *illustrations.* \$5.00



For Everyone

Skyways

A Book on Modern Aeronautics

By GENERAL WILLIAM MITCHELL

The big book on modern aviation for everyone. "A wide and understanding grasp of the actuality and the trend of modern aeronautics."—*N. Y. Times*. "Comprehensive, intelligible and consistently interesting."—*Phila. Ledger*. 76 *illustrations.* \$3.00

LIPPINCOTT

Washington Square, Philadelphia

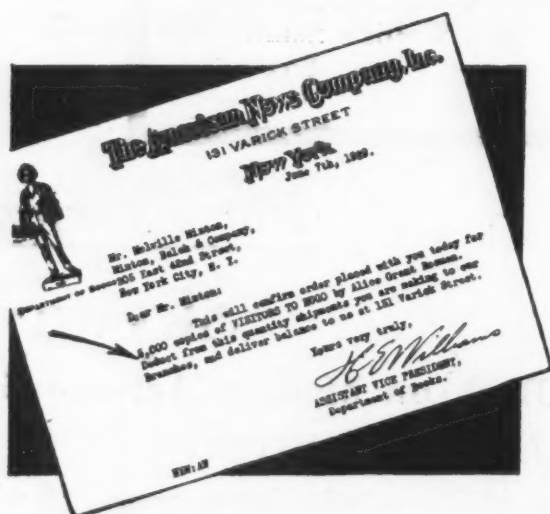
Copp, Clark Co., Ltd., Toronto, Canada

★ ★ ★ ★ NEWS EXTRA ★



American News Company's Order 50% Larger Than Last Year for the New ROSMAN Novel

1929 Order for 5000 "Visitors to Hugo"
Increased in 1930 to 7500 for
THE YOUNG AND SECRET



The American News Company's 1929 order for 5,000 "Visitors to Hugo." This year their initial order for "The Young and Secret" is 7,500.

New York, June 21—It looks like a big book summer from the increased orders *all along the line* for THE YOUNG AND SECRET, the new novel by the author of those two smashing summer successes: "The Window," and "Visitors to Hugo." The latest word is that, in spite of the big first edition, another printing is going to be needed to fill all orders by publication day—June 27th. If your order is not yet in—or if you want to increase it before June 27th, write or wire at once to the publishers, MINTON, BALCH & COMPANY, 205 East 42nd St., New York. \$2.00

THE YOUNG AND SECRET

BY ALICE GRANT ROSMAN

AUTHOR OF "THE WINDOW"

PRICE CUTTING
AND EVERY OTHER
MODERN DEVELOPMENT
IN THE BOOKTRADE IS
BRILLIANTLY ANALYZED IN

BOOKS

THEIR PLACE IN A DEMOCRACY

An unbiased study of the question of book publication and distribution, undertaken for the Carnegie Corporation, and of first importance, especially at this moment.

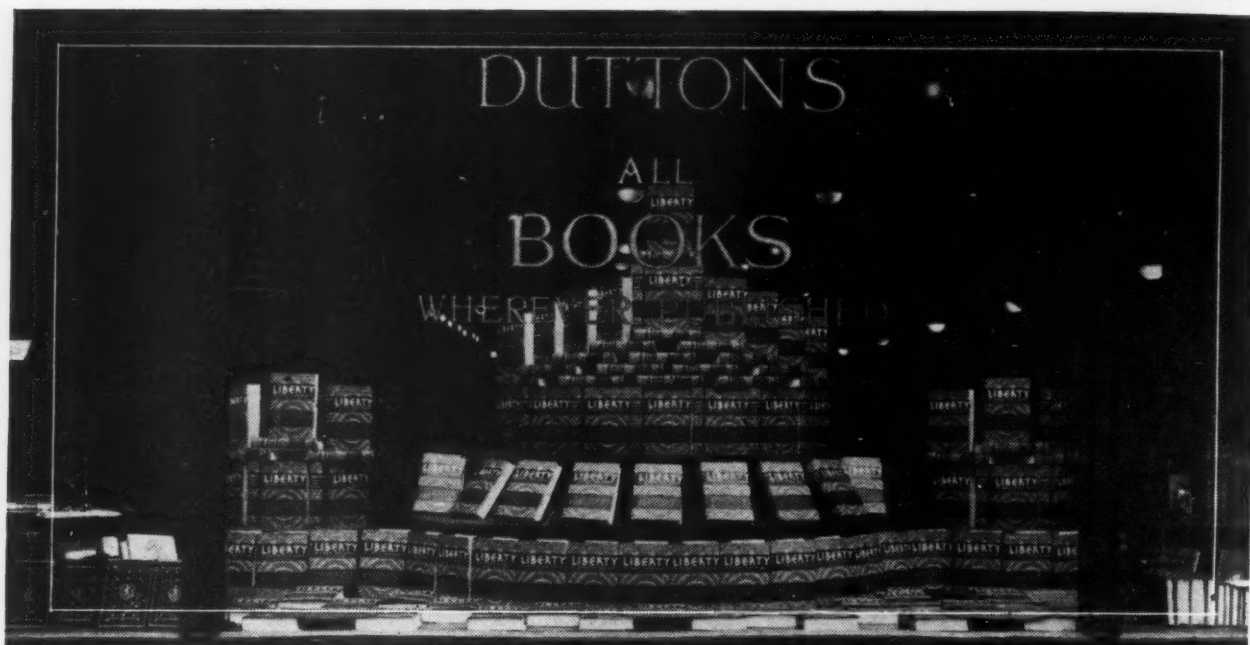
This is a book for every bookseller to read and to encourage his customers to read.

BY R. L. DUFFUS

EARLY PUBLICATION AT \$2.00

HOUGHTON MIFFLIN CO.

For your **4**th of July window



... there is only one book—

LIBERTY

By EVERETT DEAN MARTIN

Price \$3.00

JOHN G. KIDD, *Stewart & Kidd*—
"Liberty having splendid sale. Find it
most interesting."

CEDRIC R. CROWELL, *General Manager
Doubleday Doran Bookshops*—"Con-
gratulations on the publication of so
important a book. This is exactly the
kind of book that all of us ought to be
reading and doing something about."

JUNE CLEVELAND, *Bullock's*—"I think
this is a swell book and we are going to
get behind it enthusiastically. We will
indeed have a very good window."

DALE WARREN, *Boston Book News*—
"Liberty' is moving well through the
Boston stores."

WOMRATH'S, *New York*—report "Lib-
erty" as a non-fiction best seller in their
stores.

Write or Wire for Display Stock

W. W. NORTON & CO., INC.



70 FIFTH AVE., NEW YORK


from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers • 386 Fourth Avenue • New York


Your Usual Correspondent submits today a column written by its Editor, known in the inter-office memos as C. P. F.


FADIMAN writes reviews at times for *The Nation* and *The New York Evening Post*, where he takes Literature in a much Bigger and More Serious Way.


This will prove that in addition to reading, the Editor occasionally takes lunch with the Sales and Advertising Departments (a couple of nice fellows) and that he read *King Mob* up to page 30.

—ESSANDESS.


 RICHARD ("Dollabook") SIMON and M. LINCOLN SCHUSTER highpressured (everything around this office has been different since *King Mob*) out of *The Inner Sanctum*, emptied The Editor from his ms. basket and said pointedly: "Have you any Worthwhile Thoughts on the Situation?"


 After all, thought The Editor, why not? Who, if not he, has had to read the Fall List twice, once for enjoyment and once for spelling? Furthermore, he understands from the Big Outside World that anybody's opinions about books are as good or better than anybody else's just now . . . and that there's nothing more calculated to give unmitigated pleasure to everybody than a short and simple little talk on Dollar Books.


 Hence these modest words anent our fiction.


 The Cross Word Puzzle triplet, Prosper Buranelli, has taken his emu in hand


and indited for us all a hardboiled crime yarn called *The Whispering Circle*. Humanists will blacklist it but it will be enjoyed by those who like rough sleuths and a little gunplay with their coffee.


 And take, for instance, J. P. McEvoy, *The Face With The Dead Cigar*. Denny and the Dumb Cluck introduces (once more) Mr. Denny Kerrigan who leaps onto the display counters arminarm with a girl known as The Dumb Cluck. The classic drew four brief but decisive laughs from Our Office Manager, the Gloomy Gus of the book trade. This establishes McEvoy's latest as a riot.

 If The Editor had a reputation, he would stake it on *I Am Jonathan Scrivener* by CLAUDE HOUGHTON. This is a murderless, detectiveless, psychological mystery story from England. The principal character doesn't appear until the last page. Mystery fans will devour it; and you can sell it also to anyone who likes a finely written and witty novel. A possible natural. (The Editor, despite Mother's best efforts, will pick up those salesman's words.)

 The Editor, who is paid for knowing good literature when he sees it, hereby nominates *The Earth Told Me* by THAMES WILLIAMSON for the Pulitzer Prize. A beautiful novel about the love life of Alaskan Eskimos—far better than *Hunky* and salable to the sort of people who like *Growth of the Soil*.

 The Editor's favorite is a bombshell. It is called *Red Snow*, it is by a forty year old lawyer, it is 409 pages long and it costs One Dollar. What would happen if, on August 17, 1935, human fertility ceased? Something Sensational, boys, something Sensational. The Editor's private sales estimate: from 50,000 to 250,000.

 There are also two novels from the German. *Casanova's Homecoming* came in for Sumnery treatment some years ago and remains a classic. The other book is by Felix Salten. It does for little rabbits what *Bambi* did for deer.

 And two novels from the French. With one, *A Night In Kurdistan* you can panic (there it is again) the Mohammedan trade; with the other, *Beloved (O Mon Goye)*, you cannot, its appeal being strictly limited to The Chosen People and The Great Unselected. The Kurdistan novel is by the author of—*And Co.* and is a great book (The Editor believes this and André Maurois, Romain Rolland, Henri Barbusse, et al. have united to back him up)—and also a hot yarn. As for *Beloved*—it's a thing of beauty and a goy forever.

—THE EDITOR.

*Announcing***MODERN BRITISH AUTHORS:
THEIR FIRST EDITIONS***Compiled by B. D. Cutler and Villa Stiles*

On July 10th we will issue this first comprehensive checklist ever compiled of modern British authors whose first editions are widely collected. The edition will be limited to 1050 copies, 50 of which will be specially bound and signed by the compilers.

The forty authors included are: Baring, Beerbohm, Milne, Masfield, Wells, Walter de la Mare, John Symonds, Lewis Carroll, Kipling, Conan Doyle, Thomas Hardy, Galsworthy, Ernest Dowson, Conrad, Barrie, James Thomson, John Davidson, T. F. Powys, Yeats, James Stephens, Norman Douglas, LeGallienne, Rupert Brooke, Gissing, Francis Thompson, Stevenson, Dunsany, Ronald Firbank, Machen, Shaw, Hudson, George Moore, Wilde, Huxley, Katherine Mansfield, Walter Pater, Lawrence, Hewlett, Flecker, Drinkwater.

MODERN BRITISH AUTHORS will describe more than 2,000 titles and will comprise about 184 pages, 6 by 9 inches. It will be printed on a beautiful laid paper, and will be bound attractively in a fine, brown library buckram, with gilt top. The book will sell at \$10.00 a volume; the fifty signed copies at \$25.00 a volume.

A few of the features that enhance the value of this volume and make it especially desirable to collectors, are:

1. The checklist of Kipling contains editions never before described in book form and the full collation of one edition hitherto not described by Kipling bibliographers.
2. The checklist of Doyle contains several editions, fully described, which are not generally known.
3. The checklist of A. A. Milne is the first bibliographic listing of the works of this man yet offered.
4. All works of all the authors are included—pamphlets, broadsides, copyright issues, etc., listed in their chronological order.

The compilers, Mr. Cutler and Miss Stiles, are seasoned collectors and former proprietors of a rare book business. Besides having devoted more than two years of intensive work to the preparation of the present volume, they were fortunate enough to have access to several unusually important collections, notably of Barrie and Kipling.

The discount to the trade on this work will be 33⅓%, and on an order of 10 copies or more, 40%. It is our belief that the entire edition will be over subscribed before publication. Orders will be accepted and booked in the order in which they are received. We suggest your sending in your order at the earliest possible moment.

GREENBERG: PUBLISHER**160 FIFTH AVENUE****NEW YORK**

From the Lares and Penates

ANNOUNCING A NEW PRICE CHANGE OF THE EVERYMAN'S LIBRARY



Today the American public demands two things in everything they buy—quality and service.



It is impossible for a manufacturer to give quality without paying for it. It is likewise impossible for a retailer to give service without a sufficient margin of profit. The man in the street is not interested in how he obtains quality and service, but the manufacturer and retailer are interested in a fair profit which will enable them to give quality and service, because without the fair profit they naturally cannot stay in business.



Since 1920 the manufacturing cost of the Everyman's Library and other books, advertising, and general overhead, have been steadily increasing. This is true even though we have been able to manufacture and sell 25,000,000 copies of the Everyman's Library during the past 23 years. As a result we now find it necessary to raise the price of the Everyman's Library from 80c. a volume to 90c. a volume. This new price will be effective as of July 1, 1930.



What does this mean to the trade? It means simply that we are raising their unit of sale. (The low unit of sale in this library has been one of the things which has kept many booksellers from handling it at all and some from handling it on a quantity basis.) It also means that we are increasing the schedule of discounts to the trade and thereby increasing their margin of profit. This is something again which the American bookstores have been asking for for some time, and we believe rightly so. It is our belief that the American bookseller is as good a merchant, if not better, than those in any other line of business, provided, of course, he is given a sufficient margin of profit to enable him to use up-to-date and sound economic merchandising methods.



On Thursday, June 12, we published *THE RHODODENDRON MAN*, the first of the new Dutton Prize Clue Mysteries, an immediate success in spite of the fact that this book had not been shown or sold by our salesmen outside of New York, Philadelphia and Boston. We were of course, delighted with the advance orders, but we had no idea that the reorders would come in as quickly and in such large quantities as they have.



If you give the public what they want—and apparently we have in this instance—the price does not seem to make much difference.



We now have ready window display material and circular material on this book and the Clue idea. The New York dealers, who were naturally the first to see this material, are unanimous in saying it is the best and most effective we have ever turned out.



We also have new window display material on *THE SELBYS* and *THE STORY OF SAN MICHELE* together and on the Everyman's Library "In Modern Dress." If you will write direct to H. Ward, care of this firm, we would be very glad to send you this window display material or any part of it without cost to you. Also let us know if you want any of the imprinted circular material.



A FLOCK OF BIRDS, by Kathleen Coyle, the Dutton Prize Book for June, continues to have enthusiastic feature review from all sides. It is outselling any previous Kathleen Coyle book.



In addition to Hugh Walpole, Sheila Kaye-Smith and Frank Swinnerton, the judges who selected the book, Rebecca West, Ida M. Tarbell, Zona Gale, Fanny Hurst and Inez Irwin have, of their own accord, sponsored Miss Coyle. Seldom indeed recommending any book or any author, these women, with all their spontaneous enthusiasm, recommend Kathleen Coyle to you and to those of your customers who are looking for emotional entertainment of a most unusual kind.



We thought you might be interested in the following editorial from last week's "New Yorker." "The dollar-book idea, propounded by Doubleday and some other publishers, seems to push forward the question of whether books shall be bought in drugstores or in bookstores. In a way we wouldn't care if books were bought in livery stables, provided they were fairly good books, but we realize that there is an important issue at stake. Under a cut-rate system of selling books, the thousands of retail booksellers in the country would be hard pressed to keep their heads above water. What we suggest is that the bookstores meet the drugstores on their own ground. Bookstores should begin to carry a few hair-nets, rubber bathing-caps, fountain pens, Sealpackerchief handkerchiefs, bath sponges—and might even put in a soda fountain next to the fiction counter. Better yet, they might go back a few years and reinstate some of the ancient glories of the apothecary. We would enjoy looking in a window at books, if the window also contained big globes of colored water."

J. M., Jr.



FARRAR & RINEHART

THE CONQUEROR'S LADY: INES SUAREZ

by Stella Burke May

A story of conquest, of love, and of a very beautiful and intensely human woman—as great a heroine as Jeanne d'Arc. Sept. 26 \$4.00

PSYCHOLOGICAL EXERCISES

by A. R. Orage

Exercises in mental concentration designed for the practical training of the mind as well as amusement. Sept. 26 \$1.25

BEASTS CALLED WILD

by Andre Demaison

A sophisticated jungle book. Awarded the fiction prize for 1929 by the French Academy. Illustrated in color and black and white by Andre Durenceau. Sept. 26 \$3.50

THE SENTIMENTAL VAGABOND by A. t'Serstevens

Translated by Whittaker Chambers

A gay whimsical story of a delightful and adventurous young man. Sept. 26 \$2.00

WAGONS WEST: A Story of the Oregon Trail

by Elizabeth Page

The true story of a New Englander who went West in '49, incorporated, with his actual letters, into a dramatic narrative.

Illustrated. Oct. 3 \$5.00

GAUCHO: Martin Fierro

by Jose Hernandez

A violent, bloody, magnificent narrative poem, poetic version by Joseph Auslander, introduction by Waldo Frank. Oct. 3 \$3.50

THE MAN FROM LIMBO

by Guy Endore

A first novel by the man whose brilliant life of Casanova was a sensation last season. Oct. 3 \$2.00

THE CHANGING YEARS: A Life in Three Eras

by Norman Hapgood

Reminiscences of one of our most active and noted journalists, one of best editorial writers America has ever had.

Illustrated. Oct. 3 \$4.00

FARRAR & RINEHART, Inc.
12 East 41 Street New York City

BOOKS FOR AUTUMN (II)

DOUBLOONS: The Story of Buried Treasure

by Charles B. Driscoll

Mr. Driscoll knows more about buried treasure, past and present, than any man alive. His book is a great store house of adventure material. Illustrated by Cimino. Oct. 10 \$5.00

IN ARABY ORION

by Edward Thompson

One of the most beautiful prose elegies ever written—a tribute to a young soldier killed in the Holy Land during the War. Illustrated by Harry Brown. Oct. 10 \$1.50

DANCE NIGHT

by Dawn Powell

A glowing and tender picture of the hearts and complicated loves of the people of Lamptown, by the author of *She Walks in Beauty*, etc. Oct. 17 \$2.00

BOMBERG: The Mad Count

by Joseph Winckler

Translated by Whittaker Chambers

A modern German *Don Quixote*, ribald, lusty, filled with amazing incidents. Illustrated by Otto Nuckel. Oct. 17 \$3.00

TOWARD STANDARDS

by Norman Foerster

A book by the editor of *Humanism and America* which will be one of the most important critical statements of the year. Oct. 17 \$2.50

SECOND LIEUTENANT

by Arthur McKeogh

The unretouched story of a shavetail in the 77th division, including an authentic account of the famous Lost Battalion. Oct. 17 \$2.50

Illustrated.

THE FRENCH RIVIERA

by Douglas Goldring

The famous English editor and essayist writes charmingly of one of the most golden and beneficent lands in the world. Oct. 17 \$3.00

Illustrated.

MIDSUMMERNIGHT

by Carl Wilhelmson

A powerful novel by a young Americanized Finn, recommended by the Book of the Month Club and highly praised by Dorothy Canfield Fisher. Illustrated by Lynd Ward. Oct. 24 \$2.50

FARRAR & RINEHART, Inc.
12 East 41 Street New York City





SALPA

Offering new production possibilities to all leather users

Salpa is a revolutionary leather product, "tanned-in-the-fibre*." In its patented manufacture, new leather cuttings or trimmings are reduced into their constituent fibres, which are subjected to a de-tanning process. The fibres are then re-tanned, producing an unusually uniform result, since each individual fibre is directly subjected to the tanning agent. The fibres are then "re-hidden*" (or recombined) and Salpa is produced in all usual thicknesses, in widths up to 64 inches, and in any practical length. It is given any of the leather finishes.

It is natural, therefore, that Salpa should be like ordinary leathers in appearance, feel, smell and other characteristics. In some respects its wearing qualities are superior, particularly as regards scuffing.

Salpa prices are competitive with ordinary leathers. Users report savings of 10% to 50%, largely due to the tremendous reduction in waste when cutting, for Salpa is shipped in rolls or sheets. It is uniform in thickness, color, finish and quality, from side to side and end to end. There are no grub holes, scratches or other customary imperfections to be avoided. Therefore a multiplicity of patterns can be cut from layers of it, simultaneously, with a motor-driven knife. Salpa can be used interchangeably or in combination with ordinary leathers in all the usual leather-working processes, including sewing, pasting and stamping.

Salpa-bound books

Important economies can be realized by bookbinders who use Salpa, for it is unusually suited to the pasting and stamping processes, and can also be used for flexible covers and loose-leaf binders. Salpa's uniform beauty speeds the work of binding, and tests thus far indicate unusual resistance to abrasion and hard usage. Samples will be sent to publishers and bookbinders on request.

SALPA

Write, wire, phone or call for further details of this remarkable contribution to the leather industry. American Salpa Corporation, 261 Fifth Avenue, New York City.

*Copyright 1930, American Salpa Corporation.

A novel of
THE WAR AS IT MIGHT HAVE BEEN

HERE, we beg leave to state, is a glorious stunt: a novel of the war, not as it was, but as it *might have been*. **THE CAVALRY GOES THROUGH!** tells with disarming plausibility the breathless story of how an unknown British colonel, fresh from a notable victory in an obscure colonial campaign, arrived in France, revolutionized modern warfare, and ended the war in gorgeous triumph, in 1917! Before America had a soldier in France!

"A really glorious yarn."—*John Buchan*

"Glorious—audacious, ingenious, deliciously plausible."

—*A. J. Cummings* (Daily News)

"Wholly delicious and most exciting."—*Ralph Straus* (Sunday Times)

"A marvelous story."—*Henry Nevinson*

"We are carried breathlessly along."—*Morning Post*

"Of universal appeal."—*Daily Telegraph*

"Astonishingly convincing."—*Compton Mackenzie*

PUBLICATION AUGUST 15th

\$2.00



**THE CAVALRY
GOES THROUGH!**

by
**BERNARD
NEWMAN**

PRIZE CONTEST

For the best review of this book in not more than 300 words by a member of the retail booktrade the publishers will pay \$50.00. A copy of the book will be furnished free on request to those who desire to enter the contest. The contest will close on July 26 and the winner will be announced in the August 2nd *Publishers' Weekly*.

HENRY HOLT & CO., 1 PARK AVENUE, NEW YORK

Publishers *can* Cut their Overhead

The slash in book prices demands a corresponding reduction in overhead

ONE prominent New York publisher recently made a step in this direction. Formerly this firm's executive offices were in a high rental district, while the bulk of its mailing was done elsewhere.

Now, executive offices, stock rooms and mailing departments are all combined in one floor at 386 Fourth Avenue. Costly messenger service has been eliminated and mailing speeded up.

Perhaps your departments are now decentralized. You would find that the rentals at 386 Fourth Avenue permit the use of its premises for shipping, while the facilities and service of the building warrant its use for a high type of executive offices.

You are invited to visit 386 Fourth Avenue and see how rapidly it is becoming an important publishers' center.



386 Fourth Avenue. A corner of the New York Life Building on the south side of 27th St. shown in foreground.

Book Publishers at 386 Fourth Avenue:

Covici-Friede, Inc.
John Day Co.
Houghton Mifflin Co.
Simon and Schuster, Inc.
Wm. Morrow and Co., Inc.

Book Distributors:

Book of The Month Club

Magazine Publishers:

The Bookman
H. R. Howells Publishing Co.
University Press Assoc.

Whole floors of 10,350 square feet, or smaller units.

A most convenient location so far as post office stations, express offices and subways are concerned, right in the heart of the book publishers' section.

386 FOURTH AVENUE

225 Fifth Avenue

Spear & Co.
INC.

Ashland 4200

Received With Enthusiasm by the Reviewers!



At \$2.00 we believe it
is going to be a
best seller!



THE LAST RUSTLER

The Autobiography of LEE SAGE

"It would be hard to say when a more entrancing tale of adventure has come out of the West."
—*The New York Times*.

"Now Davy's Crockett's autobiography has met its match."
—*The Cleveland Press*.

"One of the finest stories of boyish reaction to rapid-fire tempestuous events we have ever read. . . . A volume with more thrills to the page than the best two-gun Western thriller ever written."—*The Philadelphia Public Ledger*.

"Those literary pessimists who mourn the lack of 'purely American' stories are earnestly advised to read this autobiography."
—*The Boston Transcript*.

"The best-written book dealing with the life of the Western cattle-rustlers and outlaws it has been my privilege to read."
—*The Book Review*.

"Here is a piece of literature that is wholly of the West—the real West of the trails and ranges—and it interests to the last chapter."—*Salt Lake City Tribune*.



With over 50 delightful
illustrations of cowboy
life by Paul S. Clowes

An octavo volume of
303 pages. \$2.00

LITTLE, BROWN
& COMPANY, Boston





From a Painting by W. Smithson Broadhead

Portrait of an American Sportsman

*H*e belongs to one or more of 5,000 clubs devoted to amateur, outdoor sport. He rides to hounds, plays polo, shoots, fishes, or sails yachts. Whatever he does he does passionately—fanatically.

*H*e is wealthy. It costs him from \$500 to \$500,000 a year to indulge in his pastime—and he does not hesitate to spend it.

*H*is is an aristocracy that numbers millions, and extends into practically every community.

*H*e buys fine books devoted to his favorite sport; sporting prints also. He cheerfully pays from \$25 to \$200 for a single volume; \$30 to \$100 for a print; his Christmas purchases may run to several thousand dollars. He doesn't care much whether novels sell for \$1 or \$2.50.

ARE YOU GETTING HIS BUSINESS?

*T*he bookstore is the logical place for him to buy books and prints relating to his sport. The Derrydale Press is the only house in America publishing exclusively fine limited editions of American sporting books and prints. If you do not now carry this line, write us. We will advise you accurately and honestly as to the possibilities of this business in your locality, and how to secure it.

THE DERRYDALE PRESS

Publishers of American Sporting Books and Prints

127 East Thirty-fourth Street, New York City



Whee!

Circus Babies

is coming
August 1

The perennial thrill of the circus . . . the clowns and the elephants and the lions . . will be here in CIRCUS BABIES with a new ballyhoo of color and fun.

It's the *baby* Clown and *baby* Elephant and *baby*

Lion that thrills the youngsters here. Their side-splitting antics, as told by Elizabeth Gale, and the wealth of comical bright-



Elizabeth Gale
Author

colored pictures by John Dukes McKee make CIRCUS BABIES a candidate for the year's best seller.



John Dukes McKee
Illustrator

Ready August 1
\$2.00

Other Juvenile Leaders for Fall

JUNGLE BABIES

By Edyth Kaigh-Eustace
Foreword by Kermit Roosevelt
Illustrated by Paul Bransom and Don Nelson
August 1 \$3.00

JOLLY ANIMALS

By Eva Roe Gaggin
Illustrated by Keith Ward
August 1 \$2.00

TOBY'S GOBLIN

By Elizabeth Howard Atkins
Illustrated by Uldene Trippe
August 1 \$1.50

TOPSY TURVY'S PIGTAILS

By Bernice G. Anderson
Illustrated by Esther Friend
August 1 \$1.00

GOOD GAMES

By Jean Hosford Fretwell
Illustrated by Keith Ward
Now ready \$2.00

THE RAGGEDIES IN FAIRYLAND

By Sherman Ripley
Illustrated by Harrison Cady
August 1 \$1.75

RAND McNALLY & COMPANY

Publishers

NEW YORK

CHICAGO

SAN FRANCISCO

**[PUBLICATIONS
OF JULY 14TH]**

COME ON, TEXAS

By PAUL SCHUBERT

This is the "Potemkin" of naval narratives—the biography of one of the greatest of battleships, written by one who knew her intimately.

Illustrated, \$3.00

THE WHIPPING

By ROY FLANNAGAN

The story begins with the midnight whipping of Marigold by night riders in the most dramatic section of the country—the South.

\$2.00

TOUCH ME NOT

By VINCENT McHUGH

This novel reveals the emotion of first love, felt with the sensitiveness and beauty which can never come again; love isolated from the world as few novelists have been able to isolate it.

\$2.50

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 21, 1930

The Canadian Book Market

A Brief Study of Some of Its Special Characteristics

S. B. Watson

Head of the Canadian office of Thomas Nelson & Sons

IT is one of my favorite platitudes that a Canadian is neither an imitation Englishman nor a half-baked American. Although he partakes of the qualities of both nations, the differences are more striking than the resemblances, because they are unexpected. An American visitor to Canada is apt to wind up his polite eulogies of his hosts' national characteristics with the statement: "In fact, you're just like U. S. Any one might take you for Americans." The laws of hospitality require that the compliment be accepted as such, no matter at what cost to the sense of national pride. An Englishman witnessing such a scene, can hardly restrain a chuckle when he detects the rueful smile with which the Canadian swallows the pill which though sugar-coated, leaves a somewhat bitter flavor on the palate.

Apart from the technical interest of those professionally engaged, an examination of the Canadian booktrade may throw a useful light on national psychology. Show me what a man reads and I'll form a fairly accurate idea of his intelligence and (to some extent) of his character. The same is true of nations, and where Canadian tastes differ from American it is interesting to look for the cause which, generally speaking, is either historical, geographical or economic.

To attempt a detailed comparison of the public taste in books of these two

countries, is quite beyond my scope. Though I may claim to have some knowledge of the Canadian field, my American experience is limited to a few brief visits, so I make no pretense of being entitled to generalize about American matters. One cannot, however, live next door to a large and active family without forming definite impressions about them, whether right or wrong; and in any case the relative acceptability of British and American books in Canada in certain special subjects is full of significance to a speculative mind.

Take for example nature books—if they have to do with wild flowers and native birds and animals, obviously British books are inapplicable. If, however, it is a question of gardening books, a British edition may have quite a good chance, particularly if it deals with a special phase of gardening, such as roses or rock gardens. There are, I think, several reasons for this, one being that gardening books in England have long been very abundant, well written and beautifully illustrated at moderate prices. For generations gardening has been a national passion (shared by rich and poor alike) in England and Scotland. I have known gardens in poor districts of London that I'd walk a mile to see. Many of our keenest gardeners in Canada are old country men or, if they are rich Canadians, they probably employ an English or Scottish gardener. So, all things considered, it is easy to understand the relative

popularity of British books on gardening. I am not, of course, claiming that they are *more* popular than American books; merely that such incongruities in the text as "plant out in February" do not affect their sale. And the excellent American books on the subject that have appeared of late years enjoy, I believe, a wide sale.

Fiction is, commercially, the most important type of book and curiously enough in this field the public taste really does not get a chance to express itself completely. Whether the Canadian reader is to have his favorite author in an American or a British or a Canadian edition depends less on the popular will than it does on the proceedings of the author's literary agents and the publishers in London and in New York, which touches a rather sore spot in the Canadian publisher's anatomy. We can so easily be outbidden (or rather appear so) in our own market by American firms. The reason is very simple. In negotiating with a London firm for a popular author, an American house can and often will say "We guarantee x sales if you include Canada in our territory; otherwise x minus 2,500." At first glance this looks like a firm bid of 2,500 for the Canadian market and it is probably so reported to the competing Canadian publisher. Of course, it is no such thing. If the American house finds the Canadian sale smaller than anticipated, it always has its enormous home market to absorb any surplus; whereas the Canadian publisher must sink or swim in his own little pond. In other words, the American firm has two chances to one (or in terms of population, more than 12 to 1) against the Canadian firm. So it is not surprising that the majority of works sold in Canada whether of British or American authors, are in American editions. Nevertheless there are powerful forces pulling the other way. More novels are being printed in Canada than ever before, and a number of British firms with branch offices or agencies in Canada, are supplying the market direct.

Another class of book, important commercially, is the juvenile story and picture book. Here as elsewhere in the total absence of statistics, one can only rely on personal impressions. In this field we produce but little of our own, and we draw

heavily from both London and New York. What we get from the latter source seems to run to the two extremes—either a low price article of the merchandise variety or a very superior article at a comparatively high price. In the past ten years the American juvenile has in my judgment, vastly improved in every way. I venture to believe, too, that the improvement is largely due to the demand for good books from the public libraries, and particularly to the educational influence of the American Library Association.

In the technical field, honors are quite definitely divided according to the subject. For example, in building construction, civil engineering, railroad practice, the electrical and automobile trades, American books seem to have a virtual monopoly for sufficiently obvious reasons. On the other hand, in such subjects as textiles, dyeing, marine engineering, maritime matters generally, law and jurisprudence, British books have the advantage.

In school books, the elementary grades are nearly all supplied from domestic or British sources, but in the higher grades and in the colleges, the market is divided. It has been said that on the average the British college text is better written and the American is a better "cram" book; it is planned as a rule to meet exactly a given course of study which as often as not is identical with the course in a Canadian University. Hence from the examination standpoint, an American book is often more "efficient." To study anything not required in the examination would, of course, be a stupid waste of time!

Up to recently, I would have said that travel books had a relatively better sale in Canada. The Canadian has always had a wider outlook on the world at large than the American; he has been more interested in Europe, India, Australia for example, and on the average, better informed. Of late, however, the development of American overseas trade and the enormous annual exodus of American tourists, has stimulated a growth in the output of appropriate books which is quite perceptible here in Canada.

In economics and political science, and especially memoirs of British politics, I think our market is still more receptive than yours. Of course, we also have our

Babbitts who turn pale at the thought of Socialism, or foam at the mouth when Communism is mentioned, but the post-war anti-socialist panic was a very mild affair in Canada. On the whole the Canadian is open-minded politically, and fairly ready to consider new economic and political ideas on their merits. Outside of the booktrade we have very striking evidence of this. First there is the sane and practical development of national status within the British Commonwealth. Then the Ontario Hydro Electric Commission is one of the biggest and most successful examples of State ownership. After the war the Dominion Government was forced willy nilly to nationalize an immense group of railways, and under the able management of a native-born American, Sir Henry Thornton, the system is more than justifying its existence. Finally in the Wheat Pool, we have a striking example of democratic cooperation among producers. The success of these enterprises is conditioned by a public mind well-balanced in questions of economics and politics.

Looking backwards over the past fifteen years, the changes in the Canadian booktrade have been very striking. At that not very distant date, there were about half-a-dozen authors whose novels sold very largely in Canada; the others were a drug in the market. Relying only on a defective memory, I should say that Sir Gilbert Parker, Ralph Connor, Gene Stratton Porter, L. M. Montgomery and Rex Beach were the popular favorites. While they still command large sales, hundreds of other authors then unknown, are now widely read. More than that, biographies, memoirs and books of popular science and history are bought in unbelievable quantities. Of course, the same change is observable in the United States and probably by reason of the same influences, namely—

- (1) A widened outlook partly owing to the War.
- (2) The circulating rental or subscription libraries.
- (3) The improved literary reviews of large circulation.

Looking backward over the past fifteen years the changes in the Canadian booktrade have been very striking. The war has had an indisputable influence on the national outlook. Biographies, memoirs and books of popular science and history are now bought in unbelievable quantities. Commercially the tendency among wholesale houses is toward specialization.

- (4) The gradual increase in the school-leaving age.

There seems no doubt whatever about the potency of (1). The War made every one of us take an interest in things beyond our former horizon; and the fact that nearly half a million* young Canadians went overseas (although 50,000 of them never came back), had an indisputable influence on the national outlook. As regards (2), the steady growth of rental libraries all over this continent in the past fifteen years, seems to make certain their continued existence. Besides they have flourished for several generations in England so why should they not continue to do so here?

The improved literary reviews of large circulation have a tremendous influence in Canada. A strong front page review brings an immediate response in sales. Here again by mere proximity and weight of number, the United States exerts an unceasing and relentless pressure on Canadian opinion.

At the same time, it must not be supposed that we are entirely without a mind of our own, and there have been quite a number of instances when an author has won recognition in Canada quite independently of any popularity in America. One may quote as examples Robert Service, Mary Webb, John Buchan and Ralph Connor. These are all names of international reputation, and I expressly omit authors of purely local fame. At the same time, one must admit that a great success in Canada without something very like it across the border is extremely rare.

Secondary education is having a profound influence on the public reading habit in all English-speaking countries. We note it in Canada no less than elsewhere.

* To be more exact, 450,000.

Commercially the tendency among the wholesale houses with us is towards specialization and permanent exclusive business connections. Whereas in the recent past the Canadian publisher liked to grab everything salable within sight, he now seems more inclined to stick to one or two definite agencies or types of books. The greatly increased output of new titles has forced this policy on all of us, and it is interesting to learn how different houses carry it out. Confronted with a long formidable catalog to introduce into new Canadian market, one has the choice of two methods, (a) "sample" every book at all likely to sell or (b) plunge heavily on the easy selling items and let the rest go. Either method consistently and exclusively followed will lead to disaster. The problem is by no means so simple and what the solution is I don't pretend to know. For the past seventeen years, I have been looking for it, and the only thing I am sure about is that the fascination of the problem increases as quickly as its complications.

So far, I have not said one word to remind the intelligent reader that out of our population of 8,800,000* about 2,500,000* are French speaking. Surely then there must be a French section in the Canadian booktrade? There is, and a very important one; but as in other matters, French and English in Canada live parallel lives that never (or rarely) meet. The French booktrade in Canada is just as much separated from the English-speaking booktrade as is the motor car or the hardware business from either. So far as I know, there is only one publisher who has any considerable output in both languages. It would be misleading, however, not to say discourteous, to offer any sort of survey of the trade with making reference to our French colleagues. They have been selling books in Canada about a hundred years longer than we have, and in the production of native work, they blazed a difficult trail. Canadian literature without a strong French flavor would be unthinkable.

* Approximate (Census of 1921).

Children's Classics Come Alive

Lillian H. Smith

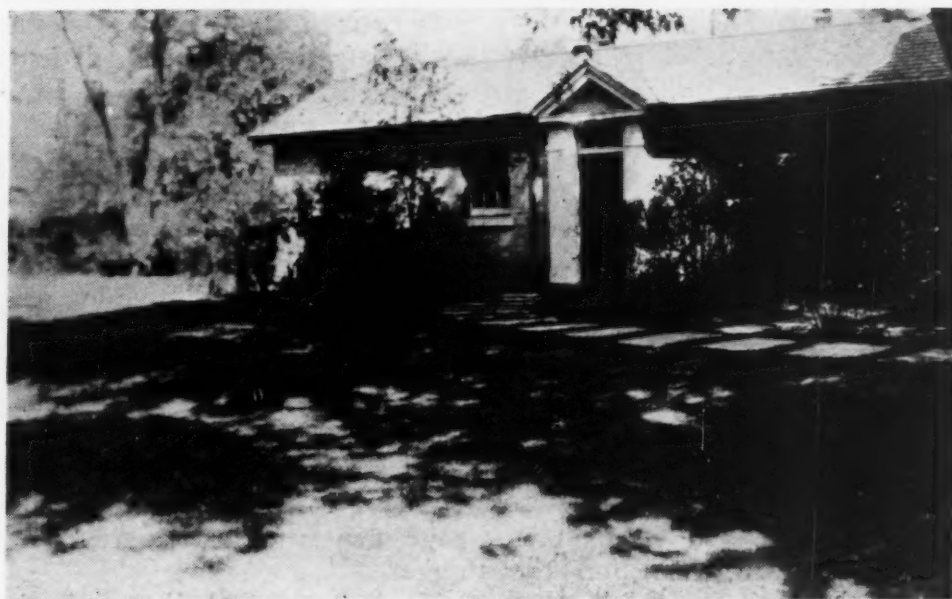
Toronto Public Library

"MURRAY! Murray! Here are good books. Shakespeare's!" To appreciate the exciting nature of the discovery we must hark back to the previous Saturday afternoon when Murray's friend was among those present at the death of Caesar as "produced" in the little theater by the Shakespeare Club. Early in the year the Shakespeare Reading Club decided to put on a play. There was no hesitation in their selection. They unanimously chose Shakespeare, "because" they said, "he's the best author and besides our club is named after him."

There are some of us who read Shakespeare as we read the Bible on Sunday—"not because we want to but because we shall be the better for it and shall have somehow put the Almighty in our debt." Far otherwise is the spontaneous enjoy-

ment of these twelve-year-olds in the rolling Shakespearian phrases, the relish with which they prolong the scenes of suspense and horror, and their obvious appreciation of the wit and humor of the lines. The thoroughness with which Brutus dispatched Caesar and the look of pleased accomplishment with which he drew out a bloody dagger and gazed at the corpse were in complete agreement with G. B. S. when he says that the death of anyone, even those we liked best, is always mingled with a certain satisfaction at being finally done with him!

The "little theater" of Boys and Girls House of Toronto was evolved by a neat extension of the woodshed belonging to the House. It is approached by straggling flagstones which meander in from the street, ending at the little green door with



The Little Theatre of Boys and Girls House, Toronto

a pointed gable which opens directly into the theatre. There is a real stage, real curtains that draw, footlights in three colors, and an "entrance" and "exit." The theatre owes its existence to the desire innate in children, to act plays, and to see plays acted, for while story hours brought their hundreds of listeners, at any rumor of a play they came in their thousands—a challenge to children's librarians to discover how far the library was justified in ignoring a real and legitimate interest, and the opportunity it offered to introduce boys and girls to an unfamiliar form of literature; for while children see plays with rapture they read them for the most part reluctantly.

It was already apparent to us that with some direction and a few facilities, children could produce plays with enjoyment to themselves and their contemporaries. The question became "*what plays?*" We turned over books of children's plays and pantomimes, looking for anything with ideas, dramatic situations, lines that would stand the wear and tear of constant repetition, and we said "there aren't any—well—hardly any." The number of poor dramatizations of good fairy tales is appalling, and yet fairy tales lend themselves ideally to acting by reason of their action, plot, and dramatic interest. There are also plenty of so called children's plays about health, safety-first, good citizenship, world friendship, manners and customs, chil-

dren's book week, mental arithmetic, and dramatic aids to every school subject. Propaganda has put its blight on children's plays and a sharply pointed moral set in the dull grey of mediocrity is far too commonly met with.

In striking contrast to this are the children's plays of Eleanor Farjeon, full of joy, lightness, grace, and movement. Milne's "Make Believe" has plot and amusing dialog, and "Crossings" by Walter de la Mare, is lovely in its fairy quality. Almost at once one is driven, in the search for suitable material, to the adaptation of scenes from books to eke out the supply. "Alice in Wonderland," "The Rose and the Ring," and "Winnie-the-pooh," lend themselves to dramatization with almost no editing, and the books which naturally rise to one's mind as lending themselves to dramatic interpretation might begin with "The Magic Fishbone," "Men of Iron," "Scottish Chiefs," "Andersen," "Tom Sawyer," and "Don Quixote," to name only a few.

To return to the little theatre and the children, once the play is chosen the whole atmosphere is conducive to "Let's pretend." Costumes are often scant and casual. The Dickens Club, for instance, as a foundation for dramatic effort, produced a high hat from a trunk in an attic, a hat, they told us, that resembles Mr. Pickwick's. On the strength of that hat they ventured to offer three modest scenes

from Dickens. The hat was worn with success by David Copperfield, Dick Swiveller and Mr. Boffin in turn. The scenery on this occasion, and many others, was a background of sackcloth on which was pinned a sign which read "This is an Inn." The stark simplicity of our accessories makes one think of some of the items from a list of properties of the mediaeval stage:

Three yards of buckram, for the Holy Ghost's coat.

I pair of gloves for God.

I mouth of Hell.

II (2) wormes of conscience.

The children often offer astonishing suggestions which they abandon only under stress of cramping reality, and on the other hand they airily dispense with what would seem essential stage accessories, their imagination being equal to all deficiencies of costume or setting.

The Knights of the Garter, a club of ten-year-old boys, in their reading interests at least are all Miniver Cheevys—"born too late." They "miss the grace of iron clothing" and fashion coats of chain made out of their sisters' loosely woven grey sweaters. Recently they put on five scenes

from Howard Pyle's "Men of Iron." It was their first attempt at dramatics and they flung themselves into it in transports of delight. Familiar as I am with the downright sincerity and unabashed realism with which boys live their parts, I was surprised to find, on clearing away the debris after the performance, that the scroll, carefully sealed with wax, which was carried to Lord Brandon was no mere stage accessory but a real letter. It ran thus:

Beaumont House

Lord Brandon,

Please admit to your stronghold Page Henry Fitzalan Ford. He be a right good page, gentle in ways, very chivalrous and quiet.

I also would challenge the best squire among you to tilt with Edward Dunmore, also a squire. Your son Richard Brandon be not included.

My niece would have news of Prior Ambrose, and if he be not better would like to wot what he can eat so she may send him a basket of things.

Is John Morton, whom I sent you last spring, any use? If he is not, send him back.



Interior of Little Theatre showing the setting for the Eskimo tea scene from De la Mare's "Crossings"

Those squires you sent me are
in the tilt yard now.

Yours,

Earl Markworth, Beaumont.

The proper names mentioned in the letter give a hint regarding the Earl's reading tastes.

Many boys and girls acquire a distrust they were not born with of anything in verse form, and perhaps it is on account of what someone described as our deferential way of speaking of the poets—"up go our eyes and down drops our voice." This mock reverence must be offset, and familiarity alone can do it. The success of dramatizing ballads both as plays and pantomimes has given "a change of mood" to many boys' and girls' approach to poetry. The Robin Hood Ballads, The Border Ballads, and the modern Singing games of Eleanor Farjeon are fun for the children both to do and see. I still have a picture of Prince Paris clothed in 20th century garb except for a cape, advancing in full sail with a paper ship held in the hand next to the audience. In such manner

* "Prince Paris of Troy went a-sailing,
Prince Paris sailed o'er the blue sea,
He sailed to the Court of the King
Menelaus

Where none was so handsome as he."

The little children fired by seeing their older brothers and sisters behind the footlights, dramatized the "Three Blind Mice," and contrary to expectations the tails were cut off and grown again without a hitch. "The Three Little Kittens" followed. A memorable performance was that of Solly Wagman, aged 6, as third kitten. "What do you have to say?" I asked him. "I purr" he told me. No effort had been made to keep girls out of this younger group, but at this point two of the boys resigned "for fear of becoming sissy." The danger was not apparent. The little girls carried on, making a great hit with Beatrix Potter's "Miss Moppet" and "The Pie and the Patty Pan."

The personnel of the audience changes perceptibly according to the playbill. For the performance of the Gadshill episode from "Henry IV," the little girls

* "Singing Games from Arcady," Farjeon.



The Cast for "Pinocchio"

dwindled rapidly and a stream of larger and rarer boys appeared from nowhere. "King Lear," on the other hand, brought out the girls, perhaps on the principle that a girl, like the one portrayed in Punch recently, enjoys sad stories because "they make her eyes itch"! "Pinocchio," which was put on by the Shakespeare Club "just to amuse the children" as they loftily explained, drew several "repeat" audiences in response to the interest not only of the little ones, but also of the older boys' remembered pleasure in the story.

What we are aiming to give boys and girls through a children's theater is an appreciation of literature, of which drama is one of the highest forms. For that reason the plays chosen must have literary quality.

A dramatic club for boys or girls owes its being to the fact that "every child is gifted with the great heritage of imagination, the warp and woof of which is woven of dramatic instinct."

A list of Plays and Pantomimes given in The Little Theatre at Boys and Girls House, 40 St. George Street, Headquarters of the Boys and Girls Libraries in Toronto.

By children from five to seven years: Three Blind Mice; The Three Little Kittens; The Three Bears; Cinderella; The Elves and the Shoemaker; Hansel and Gretel; Sleeping Beauty; Snow White and Rose Red; Snowdrop and the Seven Dwarfs; The Princess Who Could Not Be Silenced; The Golden Apple; Milne's Prince Rabbit and the King's Breakfast; Dickens' The Magic Fishbone; Beatrix

Potter's Miss Moppet and the Pie and the Patty Pan.

By children between eight and twelve years: Debussy's Pantomimes Ballet, Boîte à Joujoux; Scenes from A Winter's Tale; A Midsummer Night's Dream; The Merchant of Venice; Julius Caesar; Macbeth; King Lear; Henry IV, Pt. I; Lady Gregory's The Travelling Man; Milne's

Make Believe; Farjeon's Singing Games and Singing Games from Arcady; Robin Hood ballads; Alice in Wonderland; Pinocchio; Peter and Wendy; De La Mare's Crossings; Millay's Two Slatterns and a King; Dickens' Christmas Carol; Milne's Toad of Toad Hall, a dramatic version of The Wind in the Willows; Three scenes from Dickens.

Discovering Canada in Literature

Hugh S. Eayrs

President, The Macmillan Company of Canada Limited

IT will be generally agreed by those with any intimate knowledge of the publishing business in Canada that the demand for, and awareness of, the Canadian written book has been a feature of growing significance during the War years and ever since. Prior to 1914, Canadian men and women were writing and publishing, but their output in point of number of books was slight, and, compared with what they have done since, its body and content were slim. The desire of our people for expression, which had been simmering for many years and which had found but occasional outlet, was stimulated and roused, almost to a passion, by the country's feeling that she was in a very real sense indeed a nation. It was as a nation that she flung herself into the War under the flag of the Mother Country and it was with an even more profound sense of her nationhood that she emerged from the War. Such demonstration of her national consciousness along lines of deed was accomplished naturally enough by the desire for record in the written word. In other words, Canada's view of herself as a distinct national entity became permanent and fixed during the War period, and the setting forth of that view and its definition in the arts, amongst them the literary arts, has been a rising tide ever since. You can catch it all up in Renan's dictum "To have done great things together—to wish to do even greater—such is the essential condition of Nationhood."

Early in 1921 there was formed, largely

owing to the vision and fervor and hard work of one man, J. Murray Gibbon, of Montreal, The Canadian Authors' Association, and I am inclined to think that the growth alike in number and in quality of Canadian written books during the last nine years, owes more to the impetus of this body than to anything else. It was the fashion for a while to try and laugh the Association out of existence: but to judge by results the Canadian Authors' Association has achieved in the interests of Canadian letters a solid deal even in these few years.

I have talked with English and American publishers who affect to find little worthwhile in letters coming from Canada. They compare it with Australia, in point of population a slightly smaller people than Canada, and they compare it with South Africa, a much smaller people, and they tell me that Canada does not hold up. I disagree. I am one of those who believes that our production in the fiction field is weaker than in almost any other department of letters, but even here I think it can be shown Canada has made and is making her contribution. Such names as Mazo de la Roche, Gilbert Parker, L. Adams Beck (E. Barrington), Harvey O'Higgins, Arthur Stringer, Stephen Leacock, Morley Callaghan, Martha Osteno and Frederick Philip Grove, are names as well known as any in the fiction field. Their success, judged merely from the standpoint of sales, is not inconsiderable: their artistic contribution, particularly in

the case of the first and last names, ranks highly. Some folk object that a number of these no longer live in Canada, and, that anyway the subject matter of most of them is not inherently Canadian. I cannot see that the first objection matters: as to the second I disagree. If Canadian nationality is to be measured by its history, its geography, its creed, its occupations, we appear to be a diverse rather than a unified people, but it is this very diversity, it seems to me, which makes our national character rich rather than poor. You have a subsoil and you have many top soils, and looked at properly this is a matter for rejoicing rather than for the opposite. The real Canadian novel does not necessarily contain mounties and prairies and totem poles and snow covered Rocky mountains: this is merely local color which may or may not be used. There must be something deeper than the materials themselves: the depth is in the feeling and insight with which our novelists write. It is not the letter that matters: it is the spirit.

It is not to be doubted that there is beginning to be a Canadian literature. We have or have had in poetry Bliss Carman, Duncan Campbell Scott, Marjorie Pickthall, Charles G. D. Roberts, Archibald Lampman, E. J. Pratt, Wilson MacDonald, whose work, I think, is of a very high order indeed judged by the best standards of poetry written in English. No one will, I think, gainsay the solid worth of the Canadian contribution to historical writing. History, our own in particular, is a field in which we ought to be well forward, and we are. In the field of exploration and travel we have writers such as Stefansson and Jenness: in the purely literary book Sir Andrew MacPhail, Martin Burrell, and William Arthur Deacon, have done the essay as delightfully as anyone else I know. So one might go on.

Let us look for a moment at the reading constituency. It is not more than ten years ago that a Canadian-written book in point of sales-appeal to a bookseller or librarian and the public they serve was distinctly handicapped when compared with importations from Great Britain and the United States. More or less it is true to say that Canadians did not want to buy or borrow books by their own people, with a mere handful of books by way of exceptions. This is not so today. The Cana-

dian-written book is just as easy to sell, and just as hard to sell, as the book from across the border or from across the sea. In the minds of the reading public of this country I think it is fair to say that books from all English-speaking countries are on all fours as to public receptivity with, if anything, a preference given to the book written by one of our own people. I believe that this is a marked tribute to the fact of growth in quality of Canadian writers. We are told occasionally that we are a parochial people. Well, perhaps we are, but I do not know that we are more so than other peoples. I am, as much as the next man, against the wild notion that merely because this or that is home-grown it is for that reason, and for that reason only, necessarily first class; but I am equally against the type of man who affects to find nothing good in his own country. So I believe are most Canadians. That is why I believe that the Canadian-written book has a much larger vogue in Canada today than ever before: the Canadian writers' work has improved: the Canadian readers' practical appreciation of it has kept pace.

We have, of course, relatively, a small public in point of numbers. Our population other than French-speaking is roughly the size of the population of greater New York City. It is not easy, therefore, for the Canadian demand alone to support the average Canadian-written book. We need outside markets, and we are finding them increasingly receptive. It can be shown that Canadian-written books, taken over all department of letters, are securing wider publics in the States, in Great Britain and in other countries in the Empire year by year.

Again I feel that this is so because the quality of the material offered by Canadian writers, alike in subject matter and in treatment, has steadily grown in the right direction. We have been thought of pretty largely hitherto as a people concerned for the most part with material things. Our achievements in the past have been largely in the sphere of the practical, but the flinging of steel from coast to coast, the harnessing of water-power, the hunt for treasure in our mines, the taming of our prairie lands to make them feel the peoples of the earth are no longer all the things that Canada has to offer. We are seeing more

clearly and more steadily that the utilitarian is not the only point of view, and that beauty insists on being served. Everywhere indeed in our modern Canada we are learning to relate the spiritual to the material, and to interpret the latter in terms of the former. The Hon. Vincent Massey, Canada's first minister to Washington, said very well the other day, "In

modern times we would often do well to seek a comprehension of the mind of a people through its literature and its art, rather than through the blue books of its Government." I believe we are doing that in Canada and that as we do we shall discover a new Canada to our own people, and to those who live and read beyond our borders.

The Book Club in Canada

Big Retailer Succeeds in Running Canadian Book Club When Individual Promoter Fails

Richard Murray

SCARCELY four years ago the book club idea originated in the United States, although something like it had been tried out successfully in Germany. Canada adopted the book club idea two years ago. One year ago England became the latest, and so far the only other recruit, to this new way of selling books.

The Carillon Club was essentially Canadian. It selected, published with its own imprint, and distributed its own books. There was a "Carillon edition" of each book selected by the Club. Its members were confined to those people anxious to possess modern Canadiana, for all Carillon selections were Canadian in authorship and subject matter.

Of necessity this tended to restrict the Club's membership. The management of the Club was private, and the organization and operation of it were carried on by a single individual. A selection committee was chosen, comprising several prominent names in Canadian journalism, and these gentlemen were able to satisfy the demands of the Club members until its subscription list dwindled. The Club never acquired any considerable membership, owing to the nature of the books selected, which were chosen to appeal to a distinguished and limited class of people.

A year after the Carillon Club came into being, the T. Eaton Company, Limited, one of Toronto's largest department stores, started a book club with plans modelled upon those of the Book-of-the-

Month Club in the U. S. A. A Selection Committee was chosen, comprising a professor of English Literature at Toronto University, a professional book reviewer and authoress of some note and the book advisor of the store.

There are several interesting sidelights on the operation of this Club. The first is—that it proves effectively that *Book Club service can be tendered just as efficiently through a retail store as through a private concern*. Its membership offered to prospective subscribers two free books on a twelve months' subscription, and one free book on a six months' subscription. These books were purchased by the Club at regular prices from publishers, so that there could be no question of cutting prices. The Club's offer merely meant that Club Members received a special privilege, the cost of same being written off to advertising expense.

The Committee were at a loss, during the first few months of operation, to determine the class of book which would appeal to a varied class of Canadian readers. A rather grim novel "Our Daily Bread," by Philip Grove, was selected as the first book. This was followed by Rafael Sabatini's "Hounds of God," and the third book selected was Strachey's "Elizabeth and Essex." Thus a quite unique experiment was made in book merchandising. These three books were absolutely different in appeal and class.

What was the result? What response

did Club members make? "Our Daily Bread," which was a fine piece of literature, fell somewhat flat. Sabatini, on the other hand sold extraordinarily well. So did "Elizabeth and Essex."

This proved two things. The first thing was that Club members were evidently recruited from various strata of the reading public. This was to be expected when the Club was being conducted by such a large store. Secondly, it proved that people did not join the Club because of the Selection Committee, but *because they wanted—and were glad to get—good book service from a live retailer*. The Book Club members were enlisted from regular book readers, and from people who were obviously learning to become book buyers through the book club way.

The Committee governed themselves, therefore, by these two facts. Each month a good detective story, two light novels, one or two serious novels, a biography, and a book of poetry were listed. It was found that an average of 20% of the subscribers took alternative selections. Eighty percent automatically waited for the book-of-the-month.

Club membership quickly reached a certain level, and did not move much over this level. This level has been maintained

since without undue expense in advertising. Booksellers in Toronto and larger centers reported that in many cases sales were made by current club choices.

The book club idea in Canada can never become very influential because of the scattered population, and the sparseness of the reading public. This public is conservative in its tastes, and to a certain degree more individual than the American public. Canadians retain much of their British heritage, and they prefer to trust to their own judgment rather than to the judgment of other people. This is very true in the case of books.

The Book-of-the-month Club, the Literary Guild, and the Book League all have members in Canada. The Religious Book Club and the Catholic Book Club also number a few subscribers. There are, possibly, over four thousand readers in Canada who belong to Book Clubs. This is a large number of people, when it is remembered that the total English speaking population of Canada is only just over the seven million mark.

The book club idea may, therefore, be said to be successful in Canada. Undoubtedly it has created book buyers, it has helped the bookseller, and discovered its own limitations.



"Vacation Window," Wendell Holmes Bookshop in St. Thomas, Ontario

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

As It Is in Canada

THE Publishers' Weekly is again happy to present a special Canadian Number. The Canadian booksellers face problems more complicated than do their brothers in America or England. The territory is widely scattered and trade is complicated by the two languages and by the fact that total sales cannot, by any possibility, be large enough to provide profitable outlets for all the desirable books that are the outcome of the publishing imagination in three publishing centers. That the Canadian handles these problems so admirably is due to the close organization of the publishing center at Toronto and to the high character of the booksellers who make up the personnel of the retail outlets.

This special issue contains contributions from two of the leaders of the publishing world of Toronto: S. B. Watson of Nelson's and Hugh S. Eayrs of Macmillan's; an article by Leon Adams, retailer in London, Ontario, and an interesting article on how the library can increase book interest by developing the play instinct among the children, is contributed by Lillian Smith, who made famous the children's house of the Toronto Public Library, an institution of far more than local fame.

The New Tariff

AS the Smoot-Hawley Tariff Bill makes almost negligible changes in the rates that directly affect book importation, the trade is more interested in the bill's effect on general trade. Book publishing is probably one of the few industries which did not ask for increases, and when representatives appeared in Washington at the hearings they explained that the trade was operating successfully under the present rates and asked that no changes be made. Exports have been increasing more rapidly than imports, and under such conditions the tariff schedules must be considered fairly satisfactory. One minor change was made by the Committee in the direction of more logical schedules, and this is the one that puts children's books under the same classification as other types of literature, at 15% instead of at 25%. Not many children's books are imported, but it would be simpler at the Customs House to have all books thus classified in one group.

The ultimate effect of this tariff law on the general prosperity of the country cannot be prophesied, and it will probably take some months for the results to be shown clearly. The revision, which started out to be simply a revision of the schedules that affected farming, became a rather general tariff revision resulting in what are probably the highest schedules in tariff history. Two-thirds of the items in the old tariff bill were changed.

According to the estimate made by *Business Week*, 887 were increased and 245 decreased. The estimates of the Tariff Commission show that the average rate on dutiable items in the new bill is 41% as against 34% in the tariff now in force. If these rates had been enforced, let us say, for the year 1928, the collections would have been increased from \$550,000,000 to \$650,000,000.

Undoubtedly the bill has gone through with a more widespread opposition in the press than had ever been the case in tariff revision, and there are many indications that retaliatory legislation will be immediately passed in other countries. As we said before, this will not seriously affect the coming or going of books, but if it affects the general prosperity books will feel it along with all other retail business.

Overstock

THE simultaneous announcement of two publishers that they would undertake to give booksellers an exchange privilege on overstock is likely to bring this often debated subject again prominently to the front. The announcements of both Putnam and Norton include plans to give credit for books returned in first class condition in exchange for other books which the dealer finds are selling more rapidly in his store. Such a plan has been common in Germany, where it is more particularly applied to non-fiction books, and has been tried out occasionally in this country.

The difficulty on the part of the publisher is that it makes him fearful that the bookseller will be less active in pushing a book in which he has not his full investment, that the bookseller will send back books that are not in perfect condition, also that the return of books after six months will complicate the methods of keeping authors' royalty records. The publisher also realizes that such exchanges may become in the course of events concentrated on a few books and therefore bring back to him titles, which, if returned a little earlier, could have found sale in other directions. On the other hand, these publishers believe that they can gain by the increased confidence on the part of the bookstore buyer, especially in the buying of untested books. They believe that the piling up on the bookseller's shelves of slow moving material prevents the dealer's using his store to full advantage and therefore that the total sale of books suffers. They also may be thinking that if a less successful book stays with the bookseller for sacrifice sale the royalty is paid and has to be covered in the loss, but the publisher does not pay royalties on remainders.

The publishers who make this announcement allow such credits only in exchange for other stock, which is a sound feature of such an arrangement, as it means that the bookseller must realize that it is better for him to sell the book on hand, if possible, and only when every expedient has been tried and found unsuccessful should he exchange for other material. The exchanges do not reduce the stock investment but do give him a chance to put out new promotion in a more hopeful direction.

Saving on Freight

A COOPERATIVE plan for cutting down delivery cost on books sent to the Pacific Coast was printed in the *Publishers' Weekly* last week through the courtesy of Harrison Leussler, who represents Houghton Mifflin Company on the Pacific Coast. The plan has been adopted by a long list of dealers on the Coast located all the way from Los Angeles to Seattle, largely in big department stores which watch their delivery costs so closely. It is by such means that merchandise in bulk can reach the great Coast market at a cost that permits that market to function successfully without too heavy a drain through transportation costs.

The Western Traffic Conference is a non-profit making association, and out of its 100 members 28 are directly concerned with the shipment of books out of Boston and New York. It is estimated that last year the Conference was instrumental in saving over \$100,000 for its members on 9,000 tons of freight sent through the Panama Canal. The invitation extended to booksellers and publishers to join further in this movement as a group to be known as The Book Consolidation Group of the W. T. C. will undoubtedly receive prompt response. The detailed plan as outlined in the June 14th issue of the *Publishers' Weekly* should be carefully studied in every publisher's office in the east and by every bookseller on the Coast.

The Seventh Commandment

THE death of the famous Chief Magistrate of New York, William McAdoo, has brought to the memory of Robert Underwood Johnson, one of the chief heroes of the fight for the first comprehensive American Copyright Act, a recollection of the time when this same William McAdoo was the youngest member of the House of Representatives. The House was debating the question of authors' rights, and Mr. McAdoo arose from his seat and said in a ringing voice, "Mr. Speaker, the first copyright law was written by Moses on the Tables of Stone—'Thou Shalt Not Steal'!" This challenge stirred the imagination of the Representatives debating and it brought over votes that helped to win the measure.

Canadian Booksellers Hold Successful Conference

Meeting at London, Ontario, Open to Retailers Only Brings Out Earnest Discussion of Trade Problems

ON June 3rd and 4th, the 24th annual conference of the Canadian Booksellers' and Stationers' Association met at London, Ontario, under a new plan. In the past the annual Conference has been open to publishers and their representatives with the result that the group was enlarged to an extent which made it impossible to handle satisfactorily the business of the association in the two days allowed for the Conference. This year, invitation was sent to booksellers only, with the result that while the size of the conference was reduced, the largest number of Canadian booksellers ever to gather for discussion of trade problems met at London.

The Conference opened with a luncheon at the Hotel London at noon on Tuesday. President of the Association, Wendell Holmes, welcomed the delegates, and, it being the King's birthday, proposed a toast to His Majesty. The program for the two days was outlined and an invitation from Mrs. Frank White to the Conference to hold its afternoon forum in the garden of her delightful home, a few miles out of the city, was enthusiastically accepted.

General Forum

President Holmes asked in his opening address that the forum be kept as informal

as possible and that all members be outspoken so that a helpful exchange of ideas and experience might result and a true consensus of opinion be reached. The effectiveness of the Association depends upon that free interplay of ideas.

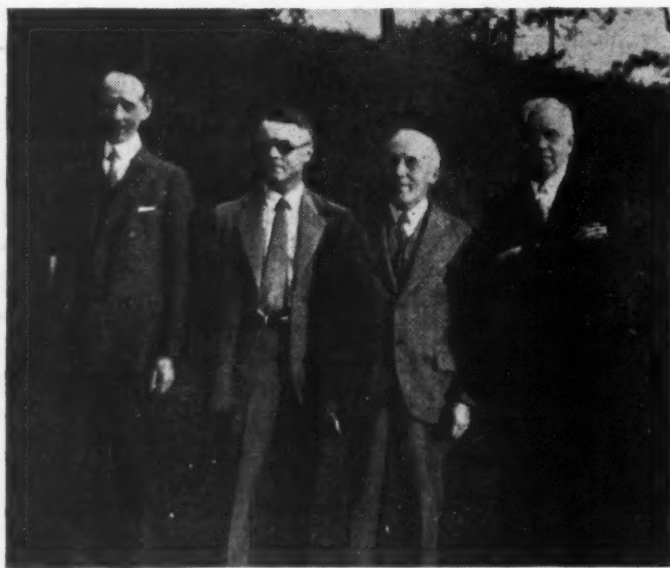
The Treasurer's report was read by

Findlay I. Weaver, and the President opened the discussion, calling on William Tyrrell, the veteran Toronto bookseller, for any general comment he could offer. Mr. Tyrrell outlined the difficult position of the publisher who is forced, under the present changing aspect of merchandising, to adopt policies which, from the bookseller's point of view, seem unfair and detrimental to the established trade.

It is a difficult and changing age, and the bookseller, as well as publisher, must adopt methods to meet the new conditions.

A. H. Jarvis, of Ottawa, asked the group to consider specific instances of publishers' policy which should be corrected, and suggested that some plan be worked out for presenting grievances to publishers with the force of the Association behind a representative or committee. He cited several examples of problems which might be solved under such a plan.

Roy Britnell, of Toronto, moved that a committee of three be elected to handle trade relations between booksellers, whole-



Past Presidents; from left to right, C. L. Nelles, Guelph; Wendell Holmes, London; Wm. Tyrrell, Toronto and A. H. Jarvis, Ottawa.

salers and publishers. The motion was seconded and carried, and Mr. Jarvis nominated Wm. Tyrrell, Roy Britnell and K. G. Fry, of Toronto. This committee was elected and a discussion of immediate problems and the handling of them followed.

President Holmes stressed the importance of informing the committee of any bad trade practice in order that the work may be effective and a real check. Jarvis presented three problems which should be considered immediately: "The Christ of Every Road" is being offered to the public through religious periodicals and the churches at a cut price that is underselling every bookstore in the Dominion. Second, Canadian branches of American publishers advance their prices over those advertised in the States to an unreasonable degree. Third, commercial texts are being offered to students through teachers at wholesale prices.

Following this President Holmes asked the *Publishers' Weekly's* representative to outline the recent price reductions in New York, and a general discussion of this development followed.

The forum closed with a discussion of a plan to introduce a clearance service for booksellers' overstock similar to that used in the United States by the A. B. A.

Tea was served before the group returned to the city, and this social hour offered a delightful opportunity for old members to renew their friendships and to meet the new delegates. A vote of appreciation was given Mrs. White for her hospitality which so greatly contributed to the success of the afternoon session.

On Monday evening, a group of the delegates visited Wendell Holmes' famous bookstore, and were given an explanation of the organization and plan of each department. The recently expanded rental library became the center of interest because of its size and attractiveness. Mr. Holmes gave a detailed explanation of its operation and the method they have used in building a subscription list.

Wednesday Morning Forum

The morning session opened with a discussion of relations between employers and clerks. G. Copeland, of Windsor, asked for a discussion of methods for getting in-



Left to right, Sophia Hambly, London; Mrs. Lamont, Guelph; Mrs. G. Copeland, Windsor; Mrs. L. Beattie, St. Catharines and Mrs. Manley, Sarnia

creased sales effort from clerks, and Mr. Fry, of Toronto, told of his excellent results through taking clerks into his confidence in problems of departmental policy and administration. If the clerk feels that her judgment is valued, she is likely to make a great effort to prove that she was correct in decisions which she made. Mr. Holmes said that each department of his store is in charge of a clerk who is department manager. A. C. Smith attributed the success of a similar plan in his store in Toronto to the fact that the customer is always referred to the department manager as the authority on the lines which she handles. This gives the clerk a healthy feeling of self esteem. Mr. Tyrrell called attention to the danger of taking too much of the clerks' time from selling. J. Jaimet, of Kitchener, Ontario, has found a commission plan successful.

The next topic was stock control, Mrs. L. Beatty, of St. Catharines, outlining her plan of starring slow stock to clean it out. Holmes holds a semi-annual sale which keeps dead stock to a minimum. Mr. Tyrrell mails a "Bargain List" to his customers three times per year and finds it entirely satisfactory.

The use of windows followed in the discussion. Mr. Fry said that he always con-



Left to right, Leon M. Adams of Wendell Holmes, Ltd., of London, Ont., and R. C. Cockrill of the Wendell Holmes Bookshop in St. Thomas, Ont.

siders his windows as the index to his store. Richard C. Cockrill, of Wendell Holmes' branch in St. Thomas, Ontario, outlined his plan of window display which has established a reputation for the store all through Ontario. Mr. Jarvis has found that the principle of fresh window displays will also apply within the store. He redresses some department every week, giving his store a continually fresh appearance.

The forum closed with discussions of the attractions of a gift shop in the small community and the importance of greeting cards.

Executive Session

The executive session was opened and the following resolutions drafted.

I

RESOLVED that we disapprove of the sale of books in drug stores, cigar stores, or other cut price or temporary outlets as injurious to the trade, and protest against the encouragement of such enterprises by publishers who supply current books to them on protected or consigned basis.

II

RESOLVED, that publishers be requested to notify the trade at a reasonable time in advance, when they propose to issue any lower price edition of recent books, or offer them as remainders or alternatively that a

proportionate credit be given to booksellers on unsold stock of the higher priced edition.

III

RESOLVED, that unless absolutely unavoidable, Canadian prices on books should not be advanced—in the case of English editions beyond the recognized Canadian equivalent—and in the case of American editions, the American list price.

IV

RESOLVED, that we protest against the practice of those publishers who solicit business by direct advertising or otherwise from the consumer, and that on the contrary we believe that all advertising by publishers should encourage book buyers to purchase from retail bookstores.

V

RESOLVED, that we express our high appreciation of the work done on behalf of the booksellers by the Association of Canadian Bookmen, which we believe has definitely encouraged the sale of books through bookstores.

VI

RESOLVED, that a standing Committee on Trade Relations between publishers, wholesalers and retailers be appointed and that the Committee should consist of the following members: Wm. Tyrrell, K. G. Fry, Roy Britnell, and that Booksellers and Stationers throughout Canada, whether members of the Association or not, should communicate promptly with the Committee through the General Secretary of the Association when any problem arises which is considered injurious to the best interest of the trade in Canada.

VII

RESOLVED, that a Committee, composed of Jarvis, Adams, Jaimet, Cloke and Beattie, be empowered to analyze thoroughly the matter of school books and any matters pertaining to them, even to the extent of a direct representation to the Government concerning certain conditions not at present desirable.

Officers elected for 1930-1931

Fred G. Cloke, Hamilton, president; R. G. Fry, Toronto, first vice-president; and Roy Britnell, Toronto, second vice-president.

The Book Situation in Canada

Leon M. Adams

of Wendell Holmes Bookshop, London, Ontario

A second article on book retailing in Canada will appear next week. Ruth Brown Park writes on Norah Thomson and the book department of T. Eaton & Co. in Toronto

THE problems encountered in the book business in the United States are almost identical, basically, with those in Canada, and for this and many other reasons a very definite link is formed between the American and Canadian bookseller. However, the Canadian bookseller is more strongly influenced by American conditions than the American is by Canadian conditions. Practically every American publisher of importance has, in some way, established a separate office or agency in Canada, usually in Toronto, and his Canadian interests are looked after by his Canadian representative. Therefore, conditions brought to bear upon the American publisher by American booksellers, and vice versa, are also extended or imposed upon the Canadian bookseller through the publisher's Canadian representative. There is a definite common link between the book retailers on both sides of the border.

The Canadian bookseller of any real size or importance is naturally confined to the larger cities, and those who are established in these cities have shops of which to be proud. But, take a map of Canada and note how far apart these larger cities are. Ontario, of course, by virtue of being one of the older and more populated provinces has the largest number, and the cities of Ottawa, Toronto, Hamilton, London, Windsor etc., all have bookshops which favorably compare with those in the larger cities of the United States. But these cities are so far apart by actual mileage that to band the Canadian retail book-trade from coast to coast into any organized unit such as the A.B.A. is practically impossible, although there is an active association in Ontario. Also the Canadian bookseller serves a much smaller population, and a far more scattered one, than does the American. Local conditions

such as these are taxing the business man to the limit.

However, the bookseller in Canada is aided somewhat, in fact, a great deal, by advertising emanating from American publishers proves a boon to Canadian retailers advertising of Canadian and British publishers proves a boon to Canadian retailers in overcoming some of their natural and physical difficulties. Quite often, though, this advertising is released before stock reaches Canada and the source from which the bookseller must buy. Serious delays occur and good orders are often lost. Another feature, which causes some annoyance, and to some extent a slight grievance, is that English books often are published in the United States as new books whereas the Canadian bookseller has had them in stock in a reprint edition for years. Frequently a book is published first in England and then in the United States under an entirely different title. Such a practice as this occasions serious delays and breaks down the confidence of the public in the bookseller,—a confidence which takes so long to establish and which when once established needs so much care and nurture. The Canadian bookseller is in a unique position. He is close to the English market, racially speaking, and certainly close to the American market, geographically, and the knowledge required to render intelligent service from both, combined with his own Canadian works, is amazing. Therefore, every Canadian bookseller certainly would welcome a policy of fewer and better books.

A successful bookseller, in every sense, must be more than a mere business man. He must have a background, he must be a student, he must have vision, he must have a penchant for detail combined with a practical sense and ability. Booksellers and

their assistants must be of higher intelligence than usually found in a retail store, and for this reason the bookseller is confronted with the important question of salaries. By the very nature of the help he requires, he must run his salary account to a higher figure than other shops allow, and yet in what other business is one's gross profit so low and the net profit so much in doubt? It is for this reason that there are not more bookshops. The business is not attractive enough financially and many booklovers who could make a success of it, were conditions different, go into other lines more remunerative.

In other lines, the various items sold can be judged by the purchaser from their physical appearance, texture and quality, but a book is absolutely an unknown quantity until it has been read, no matter how fine its appearance may be. Thus, although other items can be sold at low selling cost because little knowledge of them is necessary, a book, by its very nature, becomes an expensive product to market. Then too, because of so many new books and their wide spread, a great temptation is experienced to merchandise instead of to sell. Once having yielded to this temptation one ceases to be a bookseller. He ceases to make an appeal to an intelligent, substantial and reliable public and loses to a great extent a very definite sense of appeal and prestige. The attractiveness of a bookshop is its friendly and kindly atmosphere of culture. The Canadian bookseller may often endeavor to promote too many side-lines to increase his turnover. He should only stock those lines kindred to books and of a good profit of course, because he is giving a higher type of service than other businesses. The danger is in lowering that type of service.

In Canada, at present at least, there is a more leisurely public to serve than in the United States. I think I'm right in that. We haven't yet developed such a high speed of living and there are left a few uninterrupted moments for reading.

The situation, to the fore now, produced by decreasing the retail price of current fiction and non fiction, might well be studied from an angle, yet not presented. The primary reasons for such a reduction I imagine was to secure a larger market

and new outlets. Couldn't that have been done just as economically by increasing the discounts to booksellers and thus definitely encouraging the establishment of new legitimate bookshops and thus greater distribution, rather than increasing the sale of books in cut rate drug stores, cigar stores and others. This argument bears very careful analysis and thought, for there is no other business today showing so small a profit for the amount of money, time and effort put into it.

To compete with other businesses which specialize in gift items, one Canadian bookseller at least has developed an idea that has met with a great deal of success. He has introduced a gift dressing idea for books, and every book sold as a gift is wrapped free of charge in an attractive tri-color tissue idea, of fancy, yet dignified wrapping paper. The idea is catching on and is one that might well be thought about seriously by publishers and booksellers as a whole. If a plan could be evolved around the "gift of a book" and a special box be made or a gift dressing created, it is almost assured that an increased sale of books would result, especially at the gift-giving seasons of the year. It would in measure, if adopted wholesale, compete with the idea of "say it with flowers" or even a box of candy.

One major problem the Canadian bookseller has to face is the amount of business going direct to publishers, and especially to publishers in the United States who advertise in papers and magazines of a higher order that come into Canada. It is a difficulty that cannot very well be avoided under present conditions, but it is a controversial question. In other cases when orders are given to a Canadian bookseller he is faced with the difficulty of two sources of supply—Toronto or New York. Frequently the Canadian representative does not carry stock of all titles of his American principals, and the bookseller torn between his loyalty to the Canadian publisher and his desire to serve his customer is caught no matter what he does. If he orders from Toronto the report may be "out of stock—will back order" or if he orders from New York the report comes in "have referred your order to our Canadian agent"—in both cases causing a considerable delay.

Books in Tariff Changes

Principal schedule Paragraph (1310) 1410

UNBOUND books of all kinds, bound books of all kinds except those bound wholly or in part in leather, sheets or printed pages of books bound wholly or in part in leather, pamphlets, music in books or sheets, and printed matter, all the foregoing not specially provided for, if of bona fide foreign authorship, 15 per centum ad valorem; *Provided, that exported books of domestic manufacture, when returned to the United States after having been advanced in value or improved in condition by any process of manufacture or other means, shall, under the rules and regulations prescribed by the Secretary of the Treasury, be dutiable only on the cost of materials added and labor performed in a foreign country**; all other, not specially provided for, 25 per centum ad valorem; blank books, slate books, drawings, engravings, photographs, etchings, maps, and charts, 25 per centum ad valorem; bookbindings or covers wholly or in part of leather, not specially provided for, 30 per centum ad valorem; books of paper or other material for children's use, printed lithographically or otherwise, not exceeding in weight twenty-four ounces each, with [more] reading matter *other* than letters, numerals, or descriptive words, [25] 15 per centum ad valorem; booklets, printed lithographically or otherwise, not specially provided for, 7 cents per pound; booklets, wholly or in chief value of paper, decorated in whole or in part by hand or by spraying, whether or not printed, not specially provided for, 15 cents per pound; all post cards (not including American views), plain, decorated, embossed, or printed except by lithographic process, 30 per centum ad valorem; views of any landscape, scene, building, place or locality in the United States, on cardboard or paper, not thinner than eight one-thousands of one inch, by whatever process printed or produced, including those wholly or in part produced by either lithographic or photogelatin process (except show cards), occupying thirty-five square

inches or less of surface per view, bound or unbound, or in any other form, 15 cents per pound and 25 per centum ad valorem, thinner than eight one-thousands of one inch, \$2 per thousand; [greeting cards, and all other social and gift cards, including those in the form of folders and booklets, wholly or partly manufactured, with text or greeting, 45 per centum ad valorem; without text or greeting, 30 per centum ad valorem] *greeting cards, valentines, tally cards, place cards, and all other social and gift cards, including folders, booklets, and cutouts, or in any other form, wholly or partly manufactured, with greeting, title, or other wording, 45 per centum ad valorem; without greeting, title, or other wording, 30 per centum ad valorem.*

Toy Books, Par. [1414] 1513

Toy books without reading matter (*not counting as reading matter any printing on removable page*) unchanged at 70%.

Plates, Par. 341

Half-tones, electros, stereotypes, photo-gravure, prepared lithographic stones plates. Unchanged at 25%.

Binding Leathers, Par. [1431] 1530

Specifications altered and duty on calf skin rough or finished reduced from 20% to 15%. Other leathers, morocco, sheepskin, seal is raised from 20% 25%.

Hides, raw, removed from free list and made dutiable at 10%.

Maps and Charts, Par. [1310] 1410

Unchanged at 25%.

Book Paper, Par. [1301] 1401

Specifications altered, duty unchanged at 1/4 of 1c. per pound and 10% ad valorem.

India and Bible Paper, Par. [1304] 1404

Unchanged, for weights used in books of 10 to 18 pounds per ream, at 4c. per pound and 15% ad valorem.

Marble Paper, Par. [1305] 1405

Unchanged at 5c. per pound and 15% ad valorem.

Hand Made Papers, Japan Paper, Par. [1307] 1407

Unchanged at 3c. per pound and 15% ad valorem.

Silver Leaf, Par. [384] 383b

Unchanged at 5c. per hundred leaves.

Condensed from the Supplement to the United States Daily, June 16, 1930.

* Text within brackets is deleted from Act of 1922. Material in italics, new text added through Act of 1930.



Prize-winning Home Library Photograph in General Federation of Women's Club Contest. Living Room of the Home of Mrs. Zoa Grace Hawley, Superior, Wisconsin

Home Library Contest

THE American home library is not a thing of the past, but it is very much alive today, according to the entries in the contest sponsored by the General Federation of Women's Clubs and the National Association of Book Publishers this spring. Prizes were offered for the most attractive photograph of the family library in an average American home, accompanied by an essay on "The Home Library—How to Build It and How to use It."

Awards have been made this week to Mrs. Zoa G. Hawley, member of the Superior Garden Club, Superior, Wis., who received the first prize, \$75; Mrs. J. F. Llewellyn, member of the Mexico Woman's Club, Mexico, Mo., second prize, \$50; and Mrs. Clarence A. G. Pease, member of the Quakertown Woman's Club, Quakertown, Pa., third prize, \$25.

Mrs. Hawley who won first prize says, "Our fifteen hundred volume home library

is the result of twenty years building and one of its chief charms for us is that it's never going to be a finished product. We are always going to buy books and always going to build shelves to house them.

"Our open movable bookshelves run straight away to the ceiling. They are well lighted by day and night and even the top rows are easily reached with the aid of a set of gaily painted steps. Below the cases are generous cupboards for unbound magazines, filed for easy reference.

"A smaller bookcase at the end of the room, a four-shelf revolving bookcase, and an ugly old card index file with ten drawers hidden behind a screen and known as 'The Maw' (an informal check-list of the sources of information in our library) complete the arrangements. To the right of the secretary that houses a colorful collection of teapots we have put the 'sets.'

"On the other side of the desk are the odd volumes, grouped largely according to subject matter."

Enlivening Vacation Business

THE bookseller's summer blues are gradually being evaporated. Summer is no longer looked upon as the time when the shop might just as well be closed up, if it were not for the appearance of things, for booksellers have discovered that by following the summer mood and through ingeniously discovering the needs and wants of the customer who is planning a vacation, another book season can be created. There are more leisure hours, per customer, in the summer for the bookseller to divert to reading than at any other season of the year. It's too hot for the theater, bridge is insufferable, radio is rotten and keeps one indoors and it is just impossible to keep up strenuous outdoor sports all of the time. Summer is a time of leisure and leisure is the time for books

that are good fun any time, any place and on any sort of day.

The whole problem has been to get books before the attention of vacationers in an attractive form that would divert them, for the moment, from time tables, maps and resort bulletins — a summer book schedule was needed. The appeal had to be sharp and the sort of thing that will register at first glance. With all this in mind, the *Publishers' Weekly* office turned its attention to the get-up and typography of a summer book promotion catalog that should go over like a shot with vacationers.



WHEREVER YOU GO WHATEVER YOU DO TAKE ALONG BOOKS!

Here are romances, mysteries, stories of adventure and of modern life to meet every taste, including yours . . . they cover many moods . . . all of them are satisfying . . . just a few of the many good new novels that people are enjoying, specially selected and recommended.



You never can tell . . . there may be a line-up on the first tee; the fish may not bite; the water may be too cold; there may be a Terrible Bore on the party. Better play safe—take along a book!

The first consideration, in this particular case, was a cover which should tell its story so forcibly that once having seen it, to go on a vacation or even spend the summer at home without books would be practically impossible. It was done, and when the summer book list slips crisply from its envelope, it hails the customer with a bold "Books to read on your Vacation" in smart typography. The vacation begins right here on the cover in a design with a cool person whose hair is in the breeze, seated under a beach shade, and beyond whose book one sees a main-s'l and a gull. The cover is turned and one is quite ready for the jocular warning "It's not a vacation without 'em!" All the facing pages have been composed as spread units, each with decorations delightfully reminiscent of some one of the many ideal summers—mountains, golf, the Continent, an open trail and even a little scene definitely suggestive of week-ends. Before it is forgotten, this fad of books for the week-end hostess is rapidly becoming a rage. There is no

escape, in fact, no one ever wanted to escape. It has always been a problem of what to take, and now that is all over. All the new books, and plenty of the old are there.

There will be not a bit of fussing and fuming over what to take along or wondering what on earth those books were that

had such exciting reviews, and about which mental notes were made for the summer. "Books to read on your Vacation" with its varied list and with the booksellers' imprint on the front cover to tell exactly where the summer's reading may be found, sets the customer up in considerably less than no time.

What Books Are Wanted?

Dr. Albert Guerard, Author and Critic, Pronounces Literary Theories to Booksellers in California

WHAT books are people going to want? Sex and sophistication are going out of the picture, and books about people and the trend of civilization will find increasing favor, according to Dr. Albert Guerard, author, critic, and student of literature.

Dr. Guerard propounded his literary prophecies in speaking recently before a group of California booksellers and librarians, meeting on the Stanford campus as guests of Stanford University Press.

"I can only state what I think people ought not to want, and what I think they ought to want.

"I no longer want:

1. Purely antiquarian lore; but history, historical romance, or biography with human or social interest are permanent.
2. Sordid realism.
3. The tropics (there might be a new wave when we come to go deeper into 'the tropical soul.')
4. Sex. We now have more than we can chew, and certainly more than we can swallow. Let it rest with "Is Sex Necessary?"
5. Sophistication of the Arlen type, the gospel of futility, and all forms of rebellion. These were the aftermath of the war, and are now outmoded."

"I am in the market for:

1. Constructive books on the trend of civilization "Whither Mankind," "Preface to Morals," "Men and Machines." We have barely scratched the surface of that field.
2. Books on civilization totally different from our own, especially those in a transitional or experimental stage; India, China, Russia.
3. All forms of psychology, of all schools and in all fields. All problems for human beings are essentially human problems, to be stated in terms of the human mind.
4. The eternal element of sheer relaxation and escape; romance, fancy, mystery and detective stories, etc.

"Forecasting is the test of science and the key to business success," Dr. Guerard said. "So far, forecasting in the literary field has proven extremely erratic, and bookmen will do well to rely upon diversity, so as to minimize the danger of what remains inevitably a gamble.

"Prophecy should be based on a conception of what the public ought to want, and a campaign of education (i.e., advertising) to make them realize that they want it. Which is exactly what the automobile industry is doing."

In the Bookmarket



Grace S. Richmond on the porch of her home in Fredonia, N. Y.

SHERWOOD ANDERSON'S remarks concerning Margaret Anderson's "My Thirty Years War," *Covici, Friede*, have been issued by the publisher in a four page brochure. Done in the typical Anderson style, recalling the author's days in Chicago, a copy of this brochure will be sent free to anyone who addresses a request to *Covici, Friede*, 386 Fourth Ave., N. Y. C. ❀ ❀ ❀

In Fredonia, New York, next door to Buffalo, lives Grace S. Richmond, long a best seller ("Red Pepper Burns," "Cherry Square," "Under the Country Sky"). The wife of a doctor, neighbor of Jean Webster of "Daddy Longlegs" fame, Mrs. Richmond is an enthusiastic gardener, a gracious hostess. Her latest book "High Fences" is on the *Doubleday, Doran* New Dollar Fiction list. ❀ ❀ ❀

George du Maurier, author of the once

sensational "Trilby," lived on a hill at the edge of Hempstead Heath, in a house full of works of art. It was there that he first met J. Henry Harper, the introduction being arranged by Thomas Hardy. Harper went away and published "Peter Ibbetson." Now *Harpers* will publish a Grand Opera edition of "Peter Ibbetson," not only because the Metropolitan Opera Company will present Deems Taylor's opera based on this novel, but because it has been even a steadier seller on the Harper list than "Trilby." ❀ ❀ ❀

Additions to *Farrar & Rinehart's* New Dollar Novels are as follows: "Father Means Well" by Hugh MacNair Kahler July 18; "Sir! She Said" by Alec Waugh, October 3; "Light Lady" by Elizabeth Finley Thomas, October 24. ❀ ❀ ❀

Coward-McCann present with dignity three illustrious names as part of the fall list. They are Siegfried Sassoon, Karl A. Menninger, Knut Hamsun. "Memoirs of a Fox-Hunting Man" by Sassoon, winner of last year's Hawthorden and James Tait



Alice E. Stockell of Nashville, Tenn., dressed for the A. B. A. Convention Bal du Livre as "The Raven," the Pulitzer Prize biography by Marquis James. (Bobbs-Merrill)

NEW
... ONLY

\$

This **NEW** Book for

Never before published.
Would normally be sold
for \$2.50 or \$2.00
At **NEW PRICE..**

\$

The band on the new Doubleday, Doran Dollar Books

Black Prizes is still selling actively, an excellent welcome for the new book "Diary of an Infantry Officer." Dr. Menninger, author of "The Human Mind" has collaborated with Nelson Antrim Crawford on "The Healthy-Minded Child," a collection of articles on child development. Ham-sun's new novel is "Vagabonds." ❀ ❀ ❀

"Studies in the History of American Law" by Dr. Richard B. Morris, awarded the \$1,000 prize by the Colonial Dames of America is from Columbia Univ. Press.

In and Out of the Corner Office

DONALD McL. STUART, of Leary's Book Store is sailing to Europe in search of scarce and out of the way books, and fine early editions of the famous books, to be rebound to their order. ❀ ❀ ❀

Merle Colby, manager of N. J. Bartlett & Co. Inc., who has been with that firm six years, has resigned his position. He will sail shortly from New York to spend a year on the Continent. While there he will complete a novel of pioneer life, based largely on the experiences of one of his direct ancestors. Mail will be forwarded if addressed care of the Viking Press, 18 E. 48th St., New York City, or care of the Atlantic Monthly, 8 Arlington St., Boston. ❀ ❀ ❀

Norah C. James is leaving her first look at New York under the guidance of Margaret Goldsmith who is over from Berlin to make final arrangements with *Morrow* for the publication of her "Hindenburg: the Man and the Legend," to be issued next month. Miss James' new novel will be published by *Morrow* next winter. ❀ ❀ ❀

The books and periodicals of the *Publishers' Weekly* office will be represented through the southeast and southwest by Raye Bidwell who is leaving for his trip immediately. He is a traveler in this territory for Longmans Green & Co. whose line he continues to represent and has added also the publications of The Derrydale Press, Duffield & Co. and The Goldsmith Publishing Company. ❀ ❀ ❀

William Corrigan has now joined with the Farrar & Rinehart organization and

will take over the handling of large city sales including New York, Boston and Philadelphia. He will, at the same time, continue to represent Doubleday in certain special contracts. Mr. Corrigan, one of the best known bookmen in the country, learned the book business with Putnam's, and, after devel-

oping the sales end of the old firm, McClure Phillips & Co., joined with George H. Doran when the latter started business for himself and with the Doran organization when it went on to Garden City. ❀ ❀ ❀

Katherine Ulrich, who leaves the office of the Junior Literary Guild for a short while to make opportunity for her honeymoon, was given a luncheon at the Hotel Chatham on June 10th by the Guild and the sixty guests included representatives of many newspapers and publishing offices. Miss Ulrich is daughter of Dr. Mabel Ulrich of Minneapolis and made her first contacts with the trade in her mother's bookshops, later coming to Coward, McCann as first manager of their department for children's books. She will marry James Wise. ❀ ❀ ❀



Raye Bidwell

The A. L. A. Conference

AT the librarians' conference in Los Angeles, June 23-28, Orra E. Monnette, President of the Board of Library Commissioners, Los Angeles Public Library, will give the address of welcome at the first general session, followed by the presidential address from Doctor Keogh. There will be a reception later in the evening.

"The Library Movement in California" will be the subject of a full session at Los Angeles. Milton J. Ferguson, State Librarian, will speak on the county library system of California; Althea Warren, Los Angeles Public Library, will discuss the State's public libraries; Nathan van Patten, Director of Stanford University Library, will speak on college libraries; Ella S. Morgan, Lincoln High School Librarian, Los Angeles, on school libraries, and Dr. Max Farrand, Director of Research at the Huntington Library, will describe his library.

Robert G. Sproul, who will be President of the University of California after July 1, will address the third general session of the conference, followed by Levering Tyson, field representative of the American Association for Adult Education, who will speak on two new aspects of adult education—alumni and radio.

Forty sections and committees will hold round table meetings to discuss rural adult education, the public library in the field of business, reading for pleasure among college students, hospital library service, the junior college library, library architecture, western books and book buying, library publicity, school library work, and related problems.

Price Maintenance

IMPORTANT to the progress of price maintenance legislation is the action of The Merchants' Association of New York in withdrawing its opposition to the Capper-Kelly Fair Trade Bill, H. R. 11. The Association has previously been on record against legislation of this kind but has found such growing opinion in its favor that it has decided to take a neutral stand instead of being in opposition.

United States of America

No. 381

**American
Booksellers
Association**

\$25.00

**6 per cent
Debenture Bond**

May 1, 1940

Symbol of a New Day

At the New York Convention the American Booksellers' Association reviewed their finances as presented by the accountant, W. C. Heaton, and resolved to wipe out the debts of past promotion efforts and to give the new officers a clean start by subscribing to bonds to a total of \$17,500. These certificates have just been delivered to subscribers

Dennett Case Ended

TUCKED away in a small corner of the day's news a few careful newspaper readers saw on June 6 that "The Department of Justice announced yesterday that, upon the recommendation of the Criminal Division, the Solicitor General has decided not to apply for a writ of certiorari to review the judgment of the United States Circuit Court of Appeals for the Second Circuit in reversing the decision convicting Mrs. Mary Ware Dennett by the District Court of New York for violation of the federal law against circulation through the mails of a pamphlet on sex education.

"No question deserving the attention and review of the Supreme Court is presented," the Solicitor General said. "The case attracted nation wide attention at the time of the original trial."

Heads National Book Council

SIR CHARLES GRANT ROBERTSON has accepted the office of President of the National Book Council of England. The organization was formed five years ago with the idea of bringing together the different interests who are occupied with the production and distribution of books. Sir Charles was formerly President of the Library Association and is a distinguished leader in English educational circles. He has been associated with the Universities of Oxford, London and Birmingham, and is the author of a number of books including "England Under the Hanoverians" and a life of Bismarck.

Correction on Byrd Statement

THE announcement by Putnam's of the coming book by Admiral Byrd entitled "Little America" and the publication last month by Winston of a book by Dr. Francis Trevelyan Miller with the title of "Byrd's Great Adventure" led to confusion which Admiral Byrd considered to be to the disadvantage of his book. The Winston Co., then agreed to change the name of their book to "The Word's Great Adventure, 100 Years of Polar Exploration, including the Heroic Achievements of Admiral Richard Byrd."

In printing on page 2929 of the issue of June 14, the full statements of both pub-

lishers, the *Publishers' Weekly* added to the end of the Putnam statement the first paragraph of the Winston statement and subscribers should correct their impressions by rereading the article with that correction.

Another Epochal Announcement

THE *Lynn Telegram News* carries the word that George W. Alley of 229 Parrott Street of that city announces that he has perfected the "non-rereadable book." According to Mr. Alley, his invention will prevent a book from being read more than once, a plan similar to that of the non-refillable bottle. This will stop the owner from lending the book to friends who may want to read it. Without describing it in detail he says that as soon as a page is read it cannot be reread, and thereafter the book has no value. Apparently here comes the invention that publishers have long been waiting for. The trouble with books has been that they last too long. People read them over and over again, and many people have claimed that modern literature did not deserve this amount of attention.

Price-Cutting Again

THE discussion of price levels brought a new episode of price-cutting into the New York area when two or three firms started out to see which could sell \$2 books at the lowest price, and it stirred up a bitter warfare at Pittsburgh, where Joseph Horne Co.'s Department Store led off with announcements of radical reduction, which Kaufman's felt obliged to follow.

Prize Contest

THE publishers of "The Cavalry Goes Through!" Bernard Newman's novel of the war as it might have been, are offering a prize of \$50.00 for the best review of the book written by a member of the retail booktrade. Mr. Newman tells with great plausibility the story of how an unknown British colonel, fresh from a notable victory in an obscure colonial campaign, arrived in France, revolutionized modern warfare, and ended the war in triumph in 1917—before America had a soldier in France! Henry Holt and Company plan to publish the book on August 15.

Publishers' and Booksellers' Committee Meets

THE Joint Committee on Booktrade Problems which has been planned by the National Association of Book Publishers and the American Booksellers' Association met this week on Wednesday for its first conference. The book publishers were represented by Edward S. Mills, President of the Publishers' Association, Henry Hoyns, President of Harper & Brothers, Frank C. Dodd of Dodd, Mead & Company, Fred Hood of Baker & Taylor Company. The Booksellers' Association was represented by George W. Jacobs, its President, Frank C. Magel of the Syndicate Trading Company, Cedric Crowell, director of the Doubleday, Doran Book Shops.

The publishers have also organized a special committee to make a detailed study of the questions of trade practice emphasized at the booksellers' conventions at Los Angeles and New York. William S. Thompson of Putnam's will serve as chairman of this committee which consist of William Morrow, Howard C. Lewis of Dodd, Mead, August H. Gehrs of Harcourt, Brace, F. L. Reed of Grosset & Dunlap, H. L. Parker of Longmans, Green & Company.

Rogues Abroad

THE Rosenbach Company reports that a book thief is abroad who selects volumes from booksellers' stocks and offers checks rubber stamped "The Rosenbach Company" under which he puts his signature, giving instructions to send the books selected to this company. Then he tries to cash a small check. His first appearance was in Pittsburgh. He is thirty-five to forty years of age, a fluent talker with a slight German accent. He is likely to be the man who was operating in Chicago last year.

Harcourt, Brace & Company have been recently victimized by one Catherine Miller with the supposed address of Post Road, Croton-on-Hudson, who sent a messenger for merchandise presenting a worthless check on the Harriman National Bank of New York.

As to Newspaper Advertising

IN the *Publishers' Weekly* of May 10th in reporting the Western Convention we quoted Richard Montgomery of the J. K. Gill Company as saying, "Advertising such as we have today in our local papers is an absolute fizzle." Mr. Montgomery writes us that he hopes that our readers will realize that he was simply speaking of *book* advertising in the local newspapers of Portland and not speaking of newspaper advertising in general. The letter goes on to say he feels "that the very limited amount of space used by book publishers on the so-called 'book pages' of our two Sunday papers is money wasted because so few people read these book pages on the one hand and because the space is so pitifully small on the other."

On Copyright Committee

CHARLES SCRIBNER, JR. has been appointed to take the place of his father on the Bureau of Copyright of the National Association of Book Publishers. This special committee includes Frederick A. Stokes as Chairman, Cass Canfield of Harper & Brothers, Joseph W. Lippincott, John Benbow of Longmans, Green, and Frederic Melcher as Secretary. Charles Scribner, Sr., had a life time activity in copyright matters, and served for years on this committee. Only a week before his death he met with the Bureau, discussing various aspects of the new bill. Charles Scribner, Jr., represented his firm with the delegation that went to Washington to argue for the Vestal Bill.

Net Book Decision

WHAT is termed by the English *Publisher and Bookseller* as an important decision bearing on the net book agreement was made in May. The net book decision now reads: "That the net book agreement applies to all export sales executed in the United Kingdom and the Irish Free State, whether effected by wholesaler or retailer, i. e., when the publisher's immediate trade customer, whether wholesaler or retailer, or the wholesaler's immediate trade customer, is in the United Kingdom or the Irish Free State."

Reaching for the South American Market

A NEW method of reaching South America with American books has been developed by an organization called "El Libro" at 299 Madison Avenue, of which G. Arbaiza is the proprietor. This firm is planning a monthly annotated check list of current books of American publishers which will be distributed to all booksellers to the south of us. These dealers will receive it free of charge, and the magazine, which will be called "*El Libro*," will be supported by publishers' payments for the books listed. Mr. Arbaiza, who is a journalist from Peru with several years' residence in New York, writes the descriptive notes of the books in Spanish, and the plan of detailed description is like that of the Weekly Record of the *Publishers' Weekly*.

An extensive study of present conditions and possibilities of the market has been made by the organization in a pamphlet called "The Latin-American Book Market and the American Publisher," which has been sent to all publishers. The present exports from the United States in books and pamphlets to Spanish America total \$1,250,000. The most active types of books are educational, medical, scientific, economic, etc. In Argentine, France leads in the imports, the United States and Spain are tied in next place; in Brazil, France leads, followed by Italy, the United States and Germany in close succession; in Chile, Germany leads, the United States being second, followed by France and the United Kingdom; in Mexico the United States is one-third higher than Spain, the closest competitor.

Bookseller Convicted

BY a two to one vote of the Justices in the Court of Special Sessions, in New York last week, Pierre Louys' "*Aphrodite*" was declared to be an indecent book, and Earl D. Marks, of 1261 Broadway was convicted of violating the Penal law in having sold the book. The bookseller has pleaded not guilty to charges of selling objectionable literature brought against him by John S. Sumner, of the New York Society for the Suppression of Vice. Justices Murphy and McInerney voted for the conviction.

Communication

LIBRARY WELCOMES TRAVELERS

June 13, 1930.

Editor, *Publishers' Weekly*:

Some libraries do not at all agree with the District of Columbia Library that the practice of publishers sending representatives without invitations to the library is "objectionable." On the contrary. There may be some such representatives whose visits might be objectionable, but Milwaukee and vicinity is not the habitat of this species.

We find that the intelligent representatives of reputable publishers know far more than we about many phases of book lore, are always courteous and always considerate, often have information of great value to us, are not garrulous, and are far too wise to give "sales talks" which constitute "a waste of time."

As agencies for the adult education of librarians, these gentlemen have their good points.

We consider it a matter of mutual advantage that librarians and publishers should frequently meet so that each may fully understand the other's point of view. We hope the publishers' representatives feel toward us as we do toward them and will continue to exchange ideas with us—and this despite the fact that we buy not from the publishers, but exclusively through a local dealer.

M. S. DUDGEON, *Librarian*,
Milwaukee Public Library.

Obituary Notes

VON HARNACK, THEOLOGIAN, DIES

DR. ADOLF VON HARNACK, historian and the theologian known as the leader of the modern German school, died at Heidelberg, Germany, on June 10th, at the age of 79. He had devoted his life to a critical study of the historical and documentary sources of Christianity, and is said to have found many sayings of Christ that are not included in the New Testament, but which rest on as good authority as the teachings which have been incorporated. His fundamental ambition was the reconciliation of Christianity and modern science.

In 1900 he was made rector of the University of Berlin, and six years later was appointed director of the Royal Library. In 1914 Kaiser Wilhelm II elevated him to the hereditary nobility of Prussia. At the time of his death he was president of the Kaiser Wilhelm Society for the Advancement of Science which he had founded. At the age of 74 he had published more than 1500 books and pamphlets. His most important work is "The History of Christian Dogma" in three volumes. Another of his famous volumes is "Apostolic Confession of Faith."

ARNOLD, ISLAMIC SCHOLAR, IS DEAD

SIR THOMAS WALKER ARNOLD, one of the greatest authorities on the literature, history and art of the Islamic world and Professor of Arabic at London University, died at his home in Kensington, England, on June 10th, at the age of 66. He had held professorships at various cities of the British Empire in Asia, and at one time was educational advisor for Indian students. His works include "The Preaching of Islam," "The Little Flowers of St. Francis of Assisi," "The Caliphate," "Painting in Islam" and "The Islamic Faith."

ADCOCK, NOVELIST, DIES

ARTHUR ST. JOHN ADCOCK, novelist and editor of the English *Bookman*, died in Richmond, England, on June 9th, at the age of 66. He was born in London and began his career as a lawyer, but soon turned to writing and at his death had achieved prominence as critic, essayist, author of short stories, novelist and editor. Among his books are "Beyond Atonement," "In the Image of God," "From a London Garden," "The World That Never Was," "Famous Houses and Literary Shrines of London," "Modern Grub Street and Other Essays," "With the Gilt Off," "Gods of Modern Grub Street," "The Glory That Was Grub Street" and "Collected Poems."

Business Notes

ATLANTA, GA.—The Atlanta Life Book Shop will open early in June on Carnegie Way, opposite the Public Library. It is being started by the publishers of *Atlanta Life*, the weekly review.

CHICAGO, ILL.—William Targ of Targ & Dordick, booksellers at 808 N. Clark St., has purchased the interest of Harry J. Dordick and is now the sole owner of the firm. Mr. Targ plans to go in extensively for first editions and fine bindings.

MILWAUKEE, WIS.—The Book Shop, Beatrice Rueth and Dorothy Thompson, 461 Jefferson St., has opened with old and rare books, first editions, limited and autographed editions and general stock.

NEW ORLEANS, LA.—The Galleries, 529 Royal St., formerly owned by W. E. Applegate, have incorporated the business with Mr. Eugene Long as President and Mr. Applegate Vice President and Secretary.

PORTLAND, ME. — The Longfellow Square Book Shop, 668 Congress St., has been purchased by A. J. Huston and Miss Nielsen will continue as manager.

Record of American Book Production, May, 1930*

CLASSIFICATION	New Publications		By Origin			
	New Books	New Editions	English And other Authors Foreign			Total
			American Authors	American Manufacture	Imported	
Philosophy, Ethics	29	5	23	2	9	34
Religion	81	3	65	3	16	84
Sociology, Economics..	42	6	34	5	9	48
Law	5	2	7	—	—	7
Education	22	—	21	—	1	22
Philology	19	4	7	9	7	23
Science	29	11	32	—	8	40
Technical Books	41	9	36	—	14	50
Medicine	25	5	25	—	5	30
Agriculture, Gardening	5	2	7	—	—	7
Domestic Economy ..	9	1	10	—	—	10
Business	24	1	24	—	1	25
Fine Arts	19	4	11	1	11	23
Music	4	1	2	—	3	5
Games, Sports	7	—	5	—	2	7
General Literature ...	34	4	29	4	5	38
Poetry, Drama	58	13	50	14	7	71
Fiction	80	65	90	45	10	145
Juvenile	51	5	50	3	3	56
History	28	1	21	1	7	29
Geography, Travel	30	4	22	3	9	34
Biography	74	10	49	15	20	84
Miscellaneous	1	—	1	—	—	1
	717	156	621	105	147	873

* In May, 1929, 589 new books, 147 new editions were recorded, a total of 736. This month's record is from 5 issues as against 4 of last year.

5 Months	New Books	New Editions
1930	3473	785
1929	3409	720

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

SOME popular authors, in both the fiction and non-fiction fields, are seen among this week's list of publications. Giovanni Papini, whose "Life of Christ" met with such approval several years ago, has written "Saint Augustine," a biographical study of the extraordinary career of the young Roman who became the father of Christian thought. It is especially fitting that this work should be published this year since 1930 marks the fifteenth centenary of the death of St. Augustine.

Turning to America and the last century we have a biography of the New England poet, Emily Dickinson, whose genius is being discussed so widely at the present time. Genevieve Taggard, herself a poet, has written this sympathetic study, "The Life and Mind of Emily Dickinson."

Simon & Schuster are again the publishers of a novel of the Viennese author, Felix Salten whose "Bambi" was a best-seller two years ago. "The Hound of Florence" is a fantasy of the Italian Renaissance.

A new version and translation of Aristophanes' "Lyistrata" has been done by Gilbert Seldes. This Greek comedy in its new form recently aroused much comment and wide acclaim when it was produced by the Philadelphia Theatre Association. It is now being given in New York.

Two books certain to appeal to the traveller are "Egyptian Day" by Princess

Marthe Bibesco in which she intimately tells of her impressions and experiences during a trip to Cairo, Assuan and Luxor. "Saguenay" by Davies takes the reader on a boat trip down the St. Lawrence and Saguenay Rivers, an extremely popular summer vacation tour, and describes the beauties of the countryside and its historical background. "A Shopping Guide to New York" by Palmer should be very welcome to the stranger visiting the city.

An internationally known expert on rock gardens, Henry Correvon, in "Rock Garden and Alpine Plants" has combined his life-long experience in growing Alpine plants with his knowledge of the needs and interests of American gardeners.

An important two-volume scholarly work, of interest to historians and theologians, is "The Decline of the Medieval Church" by Flick. "Crucibles" by Jaffe, telling of the lives and achievements of the great chemists in a manner interesting to the layman, is the winner of the Francis Bacon Award for the Humanizing of Knowledge. Another important educational book is "Art Principles in Practice" by Poore with which he completes a trio of books that consider the three essentials of an art education. The other two, "The Conception of Art" and "Pictorial Composition" were published a number of years ago.

The widely-discussed new novels at a dollar are represented under such authors as, Pedler, Bartley, Wodehouse, and Richmond.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of June 21, 1930

Aristophanes

Aristophanes' *Lysistrata*; a new version by Gilbert Seldes. 159p. D [c.'30] N. Y., Farrar & Rinehart \$2

A new translation of the old Greek comedy, produced by the Philadelphia Theatre Association and now playing in New York.

Bartley, Nalbro Isadorah [Mrs. Horace Lerch]

The immediate family. 316p. D [c.'30] N. Y., Farrar & Rinehart \$1

A novel about the Prentice family, particularly the young generation, who lived in a typical, thriving American city.

Bazin, René

Les Oberlé; ed. by Whitford H. Shelton. 175p. il S (Collection Doubleday-Doran) [n. d.] Garden City, N. Y., Doubleday, Doran 80 c.

Beard, Patten

Adventures in dish gardening. 214p. (bibl.) il. (pt. col.) diagrs. D c. N. Y., A. T. De La Mare \$2.50

A Western interpretation of the old Japanese art of dish gardening—giving instructions how to make these miniature dish pictures of real nature scenes for decorating the home and for craft work in the school.

Beck, James Montgomery

May it please the Court; ed. by O. R. McGuire. 531p. il. O c. N. Y., Macmillan \$5

A collection of arguments and addresses of a distinguished lawyer who served as Assistant Attorney-General in Washington under the McKinley and Roosevelt administrations, and, who, in his office of Solicitor-General of the United States under Harding, had charge of over eight hundred cases in the Supreme Court.

Bibesco, Marthe Lucie Lahovary [Princess Georges V. Bibesco]

Egyptian day; tr. by Helen and Raymond Everitt. 184p. il. D [c.'30] N. Y., Harcourt \$2.50

Anecdotes and impressions of the author's trip to Cairo, Assuan and Luxor, a pilgrimage made by all tourists.

Biederwolf, William Edward

Illustrations from art. 178p. D c. N. Y., Richard R. Smith \$1.50

A collection of illustrations of religion in art for the use of ministers.

Biel of Speyer, Gabriel

Treatise on the power and utility of moneys; tr. by Robert Belle Burke [lim. ed.] 39p. front. O c. Phil., Univ. of Pa. Press bds. \$2.50

A translation from the Latin of a 15th century treatise on money.

Booth, Evangeline Cory

Woman. 40p. D [c.'30] N. Y., Revell bds. 60 c.

An essay on womanhood by the Commander-in-Chief of the Salvation Army.

Brent, Bp. Charles Henry

A victor; Nathaniel Bowditch Potter. 56p. (4p. bibl.) front. (por.) D [c.'30] Bost., Marshall Jones \$1.50

A tribute to a great doctor which was the last task completed by Bishop Brent.

Brinton, Anna Cox

Maphaeus Vegius and his thirteenth book of the Aeneid; a chapter on Virgil in the Renaissance. 194p. (4p. bibl.) il. O [c.'30] Stanford Univ., Cal., Stanford Univ. Press \$7.50

A study of the most famous sequel to Virgil's Aeneid which was written by an Italian youth of the 15th century, Maphaeus Vegius, and was included in practically all editions of the Aeneid for over two hundred years.

Brinton, Howard H.

The mystic will; based on a study of the philosophy of Jacob Boehme; introd. by Rufus M. Jones. 282p. (3p. bibl.) diagr. D c. N. Y., Macmillan \$2.50

The study of Protestant mysticism and the man whose philosophy was the culmination of a widespread theory.

Brown, Beth

Wedding ring. 317p. D c. Garden City, N. Y., Doubleday, Doran \$1

When a great dancer finally fell in love she had to give up the greatest thing in her life, but she found she could not compromise.

Carey, Arthur A., and McLellan, Howard

Memoirs of a murder man. 341p. il. O (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

A specialist in murder detection, late Inspector of the New York City Homicide Bureau, tells his adventures and the inside stories of many famous cases.

Clarke, Covington

Desert wings. 288p. D [c.'30] Chic., Reilly & Lee \$1.50

The adventures of "Red" McGee and "Buzz" Larkin who were engaged as air pilots for a dangerous expedition into the Sahara desert in search of an emerald mine. For boys.

Cline, E. C.

Your language. 270p. il. maps. diagrs. D [c.'30] N. Y., Appleton \$1.20

A textbook on the beginning and development of speech, for the junior high school.

Condé, Bertha

What's life all about? a key for those who ask the question. 283p. D c. N. Y., Scribner \$2

The author endeavors to show the rational way in which the discoveries of modern science confirm the laws of life embodied in the personality and teaching of Jesus.

Conner, Sabra

Captain Redlegs. 313p. D [c.'30] Chic., Reilly & Lee \$1.50

A pirate tale for boys and girls.

Arthur, William

New building estimators' handbook; a handbook for architects, builders, contractors, appraisers, engineers, superintendents and draftsmen; 15th ed., rev. and enl. 1041p. il. diagrs. S '30, c. '09-'30 N. Y., Scientific B'k Corp. flex. fab. \$6

Belcher, J. E., and Colbert, J. C.

Properties and numerical relationships of the common elements and compounds. 172p. diagrs. Q (Century chemistry ser.) [c.'30] N. Y., Century pap. \$1.75

Cornell, Edna G.

Gates of destiny. 237p. D c. Bost., Meador Pub. Co. \$2
A novel about an impoverished Southern family.

Correvon, Henry

Rock gardens and Alpine plants; ed. by Leonard Barron. 558p. (bibl. footnotes) il. (pt. col.) diags. O c. N. Y., Macmillan \$6

A Swiss expert, internationally known, on rock gardens and alpine plants, writes on this subject taking into consideration the needs and interests of American gardeners.

Davey, Clarence P., and Cameron, James

Social science lessons for junior workers. 112p. (bibls.) D (Century vocational ser.) [c. '30] N. Y., Century 76 c.

These lessons are intended primarily for pupils' use and are to be used for individualized instruction.

Davies, Blodwen

Saguenay; "Sâginawa," the river of deep waters. 204p. il. (pt. col.) O [c. '30] N. Y., Dodd, Mead \$2.50

An account of a voyage on the St. Lawrence and Saguenay Rivers which describes the surrounding country and tells its interesting history.

De Pomerai, Ralph

Marriage, past, present and future; an outline of the history and development of human sexual relationships. 387p. (bibl. footnotes) O [c. '30] N. Y., Richard R. Smith \$4
Marriage and divorce as practiced throughout the world from the time of primitive man to the present with a discussion of what the future will probably bring.

Dixon, Charles

Parachutes for airmen. 166p. il. D [n. d.] N. Y., Pitman \$2.50

Elvestad, Sven Christofer Svendsen

The case of Robert Robertson; tr. by Agnes Platt. 241p. D '30, c. '22, '30 N. Y., Knopf \$2
A sinister mystery of a man who was murdered twice and the strange Robertson who delighted in unearthing the secrets of criminals and police.

Figgis, Darrell

The return of the hero; introd. by James Stephens. 236p. D c. N. Y., Paper B'ks pap. 50 c.

Old Irish legends of the Fionn Cycle which center around the heroic figure of Finn Maccumhal. This book was published in England in 1923 under the pseudonym, Michael Ireland.

Fisher, Ernest McKinley

Advanced principles of real estate practice. 529p. (bibls.) il. D (Land economics ser.) c. N. Y., Macmillan \$3.50

Fletcher, Joseph Smith

Behind the monocle; and other stories. 312p. D '30 Garden City, N. Y., Doubleday, Doran \$1

Stories of mystery, adventure and romance.

Flick, Alexander Clarence

The decline of the medieval church; 2 v. 412; 557p. (bibls.) O '30 N. Y., Knopf \$12.50, set

A study of the forces operating within and without the church from the 13th through the 15th centuries.

Foster, Coram

Rear Admiral Byrd and the Polar expeditions; with an account of his life and achievements. 256p. il. map D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

Frome, David

The Hammersmith murders. 294p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

The verdict of death from tetanus poisoning does not satisfy Inspector Bull of Scotland Yard and he commences an investigation which involves a series of murders and robberies before the criminal is captured.

Gage, Albert Henry

The House of Friendship; a study of Christian fellowship in church and school. 128p. D [c. '30] N. Y., Revell \$1.25

The experiences of a pastor who has sought to motivate his entire church program with friendship.

Glim, Aesop

Aesop Glim, advertising fundamentalist. 247p. diags. O [c. '30] N. Y., Prentice-Hall \$4
Much of this book on the principles of advertising has appeared in *Printer's Ink* and *Printer's Ink Monthly*.

Gouwens, Teunis Earl, D.D.

Why I believe. 147p. (bibl. footnotes) D c. Nashville, Tenn., Cokesbury Press \$1

A Presbyterian minister presents six fundamental beliefs of Christianity and tells why he holds them.

Grundy, C. W.

Egyptian portrait. 288p. D [c. '30] N. Y., Dutton \$2.50

The story of Ahmed, a modern Egyptian, who loved his country more than his European wife when forced by circumstances to choose between them.

Hawes, Herbert Bouldin

The daughter of the blood. 427p. (bibl. footnotes) il. D [c. '30] Bost., Four Seas \$2.50
A romance of early colonial days in Virginia.

Constanduros, Mabel, and Hogan, Michael

Murder at the Bugginses. 20p. S (French's acting ed., no. 1285) c. '30 N. Y., S. French pap. 35 c.
Coombs, Carey F., M.D., and Short, A. Rendle, M.D., eds.

The international medical annual; a year book of treatment and practitioner's index. 609p. (bibls.) il. (pt. col.) diags. O '30 N. Y., Wm. Wood apply

Cooper, Hermann
An accounting of progress and attendance of rural school children in Delaware. 159p. (21p. bibl.) diags. O (Contribs. to educ., no. 422) c. N. Y., Teachers College, Columbia Univ. \$1.75

Countryman, Gratia

Library work as a profession. '30 Minn., Woman's Occupational Bureau, 1111 Nicollet Ave. 10 c.

Doran, Marie

A happy surprise; a comedy in three acts. 76p.

diagr. D (French's internat'l copyrighted ed., no. 675) c. '30 N. Y., S. French pap. 30 c.

Field, Helen A.

Extensive individual reading versus class reading; a study of the development of reading ability in the transition grades. 59p. (bibl. footnotes) O (Contribs. to educ., no. 394) c. N. Y., Teachers College, Columbia Univ. apply

Gray, Charleson

The way of a maid; a play in one act. 11p. D [c. '29, '30] N. Y., S. French pap. 30 c.
[Happy Henry.] no p. il. (col.) F (Happy harmonica ser., no. 594) [n. d.] [N. Y., S. Gabriell] pap. 25 c.

Harding, George Elberon

The pupil's workbook in the geography of Pennsylvania. 64p. maps (pt. col.) obl. D [c. '30] Bost., Ginn pap. 36 c.

Hays, Elizabeth

In plain path. 308p. D [c.'30] Phil., Winston
\$1.50
Classified quotations from the Bible.

Hesseltine, William Best

Civil War prisons; a study in war psychology. 301p. (23p. bibl.) O c. Columbus, O., Ohio State Univ. Press \$3
An impartial study of the prisons in the North and South during the Civil War.

Hobbs, Samuel Huntington, jr.

North Carolina; economic and social. 421p. (bibls.) maps. diagrs. O c. Chapel Hill, N. C., Univ. of N. C. Press \$3.50
A factual and informative analysis of North Carolina based on fifteen years of study.

Hobhouse, Rosa, comp.

Norse legends; retold from the Eddas. 255p. T (King's treasures of lit.) ['30] [N. Y., Dutton] 45 c.

Hodges, Henry G.

Diplomatic relations between the United States and Great Britain. 148p. (2p. bibl.) D [c.'30] Bost., Badger \$2
This book considers only the last half of the 19th century.

Hopwood, Avery

The alarm clock; a comedy in three acts. 112p. il. diagr. D (French's standard lib. ed.) c.'23,'30 N. Y., S. French pap. 75 c.

Horvath, Ferdinand Huszti

Captured! 305p. map (col.) D c. N. Y., Dodd, Mead \$2.50

A Hungarian officer tells of his captivity in Russia during the World War, his romance with a Russian girl, and his desperate escape across the Swedish border.

Jaffe, Bernard

Crucibles; the lives and achievements of the great chemists. 385p. (11p. bibl.) il. diagrs. O c. N. Y., Simon & Schuster \$5

The history and progress of chemistry as seen through the lives and achievements of the great chemists of all times. This book, for laymen as well as scientists, was the winner of the Francis Bacon Award for the Humanizing of Knowledge.

Jennings, Pauline

Shakespeare and world peace; with an essay on Beethoven and world brotherhood. 224p. (7p. bibl.) il. (pors.) D [c.'30] N. Y., Revell \$2

A study of Shakespeare and Beethoven as advocates of world peace.

Keppel, Frederick Paul

The foundation; its place in American life. 121p. D c. N. Y., Macmillan \$1.25

An account of the development of philanthropic endowments, and their present activities in relation to education and scientific and social progress.

Kochka, Mary Murray

Washington; its early days and early ways. 92p. il. maps D [c.'28] N. Y., Scribner 80 c.
The early history of the nation's capital told for children.

Labiche, Eugène Marin, and Martin, Edouard

La poudre aux yeux; comédie en deux actes; ed. by Robert Fouré and Hélène Fouré. 142p. il. S (Collection Doubleday-Doran) [n.d.] Garden City, N. Y., Doubleday, Doran 80 c.

Le voyage de Monsieur Perrichon; ed. by Alfred I. Roehm and Milton Lanning Shane. 173p. il. S (Collection Doubleday-Doran) [n.d.] Garden City, N. Y., Doubleday, Doran 80 c.

La Fayette, Marie Madeleine Pioche de La Vergne, comtesse de

La princesse de Clèves; ed. by H. Ashton. 237p. (bibl.) S (Modern student's lib., French ser.) [c.'30] N. Y., Scribner \$1

Langsam, Walter Consuelo

The Napoleonic wars and German nationalism in Austria. 241p. (13p. bibl.) O (Studies in hist., economics and public law, no. 324) c. N. Y., Columbia Univ. Press \$3.75

Le May, Alan

One of us is a murderer. 321p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

One of a party of eight, which is trapped in a jungle clearing, is found dead and no clue was left to tell which one killed him.

Lenz, Sidney S.

My system of contract bidding. 95p. T c. N. Y., Simon & Schuster \$1

A well known bridge expert analyzes his system of bidding and that of others.

Lewis, William Dodge, and Rowland, Albert Lindsay

Facts and fancies. 382p. il. (col.) D (The new silent readers, bk. 4) [c.'30] Phil., Winston 78 c.

Whys and wherefores. 414p. il. (col.) map. diagr. D (New silent readers, bk. 5) [c.'30] Phil., Winston 82 c.

Loti, Pierre, pseud. [Julian Viaud]

Ramuntcho; ed. by Victor W. Ritchie. 134p. il. S (Collection Doubleday-Doran) [n.d.] Garden City, N. Y., Doubleday, Doran 80 c.

Lucas, Frank Laurence

Marionettes 101p. D '30 N. Y., Macmillan \$1.75
Varied verse.

Hilleboe, Guy L.

Finding and teaching atypical children. 183p. (17p. bibl.) O (Contribs. to educ., no. 423) c. N. Y., Teachers College, Columbia Univ. \$1.75

Houlton, Ruth

The profession of nursing. '30 Minn., Woman's Occupational Bureau, 1111 Nicollet Ave. 10 c.

Jenkins, Lulu Marie

A comparative study of motor achievements of children of five, six, and seven years of age. 64p. (bibl.) diagrs. O (Contribs. to educ., no. 414) c. N. Y., Teachers College, Columbia Univ. \$1.50

Katz, David

The vibratory sense and other lectures. 163p. (bibl.) O (Univ. of Me. studies, 2nd ser., no. 14) '30 Orono, Me., Univ. of Me. Press \$1.25; pap., 50 c.

Kelley, Irene Virginia

Text-book of nursing technique; 2nd ed. 385p. il. '30 Phil., Saunders \$2.50

Long, W. Rodney

Railways of South America; pt. 3, Chile. 385p. il. maps. diagrs. O (U. S. Dep't of Commerce, trade promotion ser. no. 93) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. \$1.30

McEvoy, Charles F., and Weider, Rena A.

The Catholic youth; fourth reader. 396p.
il. (col.) D [c.'30] Phil., Winston 80 c.

McKenna, Stephen

The Datchley inheritance. 296p. D '30, c.'29
N. Y., Dodd, Mead \$2.50

Old John Datchley left his fortune to the grandson who would be the first to marry, causing a situation full of excitement and unexpected thrills.

Maupassant, Guy de

Contes choisis; ed. by William Raleigh Price. 200p. il. S (Collection Doubleday-Doran) [n.d.] Garden City, N. Y., Doubleday-Doran 80 c.

Miller, Francis Trevelyan

The world's great adventure; with the complete story of all polar explorations for one thousand years. 383p. il. (col. front.) maps (col.) O [c.'30] Phil., Winston \$2

Accounts of all the great polar expeditions within the last thousand years, including the accomplishments of Byrd at the North and South Poles.

Miller, Franklin and Company

How to audit; a manual of procedure; preface by W. R. Basset. 244p. O c. N. Y., Harper \$4

A general guide for making an audit examination.

Molière, Jean Baptiste Poquelin

L'avare; ed. by Robert E. Rockwood. 165p. (bibl.) il. S (Collection Doubleday-Doran) [n.d.] Garden City, N. Y., Doubleday, Doran 80 c.

Le bourgeois gentilhomme; comédie-ballet; ed. by Jennie S. Shipman. 149p. il. S (Collection Doubleday-Doran) [n.d.] Garden City, N. Y., Doubleday, Doran 80 c.

Morley, Christopher Darlington

Apologia pro sua preoccupatione [lim., autographed ed.]. 36p. D c. N. Y., Foundry Press bds. \$10, bxd.

In an intimate essay the popular author gives a toast to his beloved Old Rialto Theatre in Hoboken,

N. J., and to his experience as a theatrical producer.

Mowery, William Byron

Heart of the North. 337p. D '30, c.'29, '30
Garden City, N. Y., Doubleday, Doran \$1

A modern love story of the Canadian forests.

Palmer, Gretta

A shopping guide to New York. 253p. maps
D c. N. Y., McBride \$2.50

A guide to shopping in New York that is written for every purse, and for every need.

Papini, Giovanni

Saint Augustine; tr. by Mary Prichard Agnetti. 336p. (5p. bibl.) il. O [c.'30] N. Y., Harcourt \$3

The author of the popular "Life of Christ" writes a biography of the Roman scholar and man-of-the-world of the 4th century who became a Father of the Christian Church.

Pedler, Margaret Bass [Mrs. W. G. Q. Pedler]

Fire of youth. 304p. D c. Garden City, N. Y., Doubleday, Doran \$1

The English countryside is the setting for this story of Phyllis, a young girl who found it difficult to choose between young and penniless Terry whom she loved and Timothy who was kind, wealthy and middle-aged.

Phelps, Arthur Stevens

Speaking in public. 247p. (2p. bibl.) D c. N. Y., Richard R. Smith \$2

A practical treatment of public speaking, intended primarily for ministers, but useful to all professional men.

Poore, Henry Rankin

Art principles in practice; for the student and layman in art. 260p. il. diags. O c. N. Y., Putnam buck. \$4

Explanation and illustrations of the great principles underlying all art.

Prévost, Antoine François

Histoire du Chevalier Des Grieux et de Manon Lescaut; ed. by Louis Landré. 248p. (2p. bibl.) S (Modern student's lib., French ser.) [c.'30] N. Y., Scribner \$1

McDonald, Marie W.

Guiding religious growth; a manual for primary teachers in vacation schools; ed. by E. B. Chappell. 127p. (bibl.) D [c.'30] Nashville, Tenn., [Cokesbury Press] pap. apply

Map of Massachusetts, the old Bay State; a picture history map. map (col.) c.'30 N. Y., Graphic History Ass'n, 29 Christopher St. pap. \$2

Medcraft, Russell

The first dress-suit; a comedy in one act. 26p. D [c.'29] N. Y., S. French pap. 50 c.

[Merry Marjory.] no p. il. (col.) F (Happy harmonica ser., no. 595) [n.d.] [N. Y., S. Gabriel] pap. 25 c.

Morgan, Charlotte E.

The origin and history of the New York Employing Printers' Association; the evolution of a trade association. 139p. (4p. bibl.) O (Studies in hist., economics and public law, no. 319) c. N. Y., Columbia Univ. Press \$2.25

Murray, Louise Welles, ed.

Notes from Craft Collection in Tioga Point Museum on the Sullivan Expedition of 1779 and its centennial celebration of 1879; including Order book of General Sullivan. 100p. il. O '29, c.'30 Athens, Pa., Editor, 735 S. Main St. \$3; pap., \$1.50

Newlun, Chester Otto

Teaching children to summarize in fifth grade history. 81p. (4p. bibl.) O (Contribs. to educ., no. 404) c. N. Y., Teachers College, Columbia Univ. \$1.50

O'Higgins, Anna G., and Ford, Harriet

The hold-up; a comedy in one act. 24p. D (French's internat'l copyrighted ed., no. 677) c.'30 N. Y., S. French pap. 30 c.

Oliver, Jerusha

One woman and The princess [fiction]. 27p. D [c.'30] Bost., Christopher Pub. House pap. \$1

Paustian, Paul W.

Canal irrigation in the Punjab; an economic inquiry relating to certain aspects of the development of canal irrigation by the British in the Punjab. 179p. (3p. bibl.) maps O (Studies in hist., economics, and public law, no. 322) c. N. Y., Columbia Univ. Press \$3

Pertwee, Roland

A few essentials. 14p. diagr. S (French's acting ed., no. 836) c.'30 N. Y., S. French pap. 35 c.

Playfair, Giles

The K. C.'s comedy; a comedy in one act; a dramatic version of the story. "The Bishop's Comedy" by Leonard Merrick. 17p. diagr. D (Internat'l ed., no. 683) c.'29 N. Y., S. French pap. 30 c.

Reynolds, Gertrude M. Robins [Mrs. Louis Baillie Reynolds]

The stranglehold. 308p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1
A rich and beautiful English girl becomes the chief pawn in a monstrous game of blackmail and murder.

Richmond, Mrs. Grace Louise Smith

High fences. 355p. D c. Garden City, N. Y., Doubleday, Doran \$1

The love story of Ross Collins who believed that she couldn't leave New York and her sophisticated, smart type of writing to go to the country with David MacRoss, a successful author.

Ripman, Walter

A new German grammar; with exercises. 160p. D (Dent's modern lang. ser.) ['30] [N. Y., Dutton] 95 c.

For a first year course.

Roche, Arthur Somers

Among those present. 298p. D [c. '30] N. Y., Sears \$2

A young man of good family, living beyond his means, becomes involved with a gang of crooks and finds himself in the embarrassing situation of being a Raffles in New York's smart society and deeply in love with a debutante.

Sadleir, Michael

The evolution of publishers' binding styles, 1770-1900 [lim. ed.]. 105p. il. O (Bibliographia ser.) '30 N. Y., Richard R. Smith bds. \$4.50

A history of the use of labels, wrappers, boards, cloth, blocking on cloth, and other styles in book binding.

Salten, Felix

The hound of Florence; a novel; tr. by Huntley Paterson; il. by Kurt Wiese. 236p. D c. N. Y., Simon & Schuster \$2.50

A fantasy of Renaissance Florence in which Lucas Grassi, in faraway Vienna, so longs for his native town that he wishes he were the Archduke's dog and could follow him on his Italian journey. The transformation occurs and he goes to Florence, but every second midnight he regains his natural form.

Selden, Elizabeth

Elements of the free dance. 178p. diagrs. D c. N. Y., A. S. Barnes \$1.50

A study of barefoot dancing which attempts to outline the stages it has passed through and to establish a professional terminology to be used by all types of the free dance.

Shepherd, Harold B.

For average Christians. 95p. D [c. '30] N. Y., Revell \$1.25

A discussion of the contradiction which exists between the religion of Jesus and the worldliness of the present day, with suggestions for meeting and overcoming these difficulties.

Scott, James Foster

The sexual instinct; its use and dangers as affecting heredity and morals; 3rd ed., rev. and enl. 473p. O '30, c. '98-'30 Chic., Login Bros., 1814 W. Harrison St. \$4

Seashore, Carl E.

The measurement of pitch intonation with the tonoscope in singing and playing. 29p. (bibl. footnotes) il. diagr. O (Univ. of Ia. studies, aims and progress of research ser.) '30 Iowa City, Ia., Univ. of Ia. pap. apply

Seelye, Howard P.

Electrical distribution engineering. 709p. il. O '30 N. Y., McGraw-Hill \$5

Shadbolt, Joseph E.

Sunset and sunrise, and other poems. 29p. O (Stratford poets) [c. '30] Bost., Stratford pap. 50 c.

Shostac, Percy

Fourteenth Street; a novel in verse; il. by Kurt Wiese. 363p. D c. N. Y., Simon & Schuster \$2.50

An analysis of the author's mind and the account of his love affair told in blank verse.

Small, Austin J. [Seawark, pseud.]

The avenging ray. 287p. D (Crime club) '30 Garden City, N. Y., Doubleday, Doran \$1

Gerry Windermaine and a small fox terrier save England and a lovely girl from the terrible force threatening them.

Smith, Lady Eleanor

Red wagon. 375p. D [c. '30] Ind., Bobbs-Merrill \$2.50

A story of circus life in England and America.

Smith, Joseph Russell

World folks; a wonder book of the world and its peoples. 338p. il. (col. front.) maps (pt. col.) O [c. '30] Phil., Winston \$1.32

A geography textbook of the world, told in narrative form for children.

Stacpoole, Henry De Vere Stacpoole

The island of Lost Women. 286p. D [c. '30] N. Y., Sears \$2

A story of love and treasure in the South Seas.

Stiles, Pauline

The mote and the beam; a romance of two egotists. 313p. D c. Garden City, N. Y., Doubleday, Doran \$1

The story of an artist and a musician who loved their art more than they loved each other until they realized that life was bigger than either of them.

Struve, P. B., ed.

Food supply in Russia during the World War; pt. 1, Organization and policy; pt. 2, Food prices and the market in foodstuffs. 497p. (bibl. footnotes) O (Economic and social hist. of World War; Russian ser.) c. New Haven, Conn., Yale \$4.50

The editor and K. I. Zaitsev, N. V. Dolinsky and S. S. Demosthenov, the contributors, to this work on Russia's food policy during the World War, were active workers during that period on Russia's Special Council on Food Supply.

Sutcliffe, William George, and Bond, Lindley A.

Savings banks and savings department management. 442p. (bibl. footnotes) O c. N. Y., Harper \$5

A detailed study of the history of savings bank, and machinery and problems of management, written for a reference handbook for bankers and bank employees.

Smith, J. B. R., ed.

New York laws affecting business corporations; rev. to May 11, 1930; 11th ed. 478p. [c. '21-'30] N. Y., U. S. Corporation Co., 150 B'way pap. \$2

State income taxes; 2 v. 134; 228p. (bibl. footnotes) diagrs. O (Studies in taxation and public finance) c. N. Y., Nat'l Industrial Conference B'd \$2; \$2.50

Sturgis, F. R., M.D.

Sexual debility in man; 2nd ed. 434p. (12p. bibl.) il. O '30, c. '00, '30 Chic., Login Bros., 1814 W. Harrison St. \$4

Talbot, A. J.

A quarter of an hour; a comedy in one act. 21p. S (French's acting ed., no. 1560) c. '30 N. Y., S. French pap. 35 c.

Thorgilsson, Ari

The book of the Icelanders; ed. and tr. by Haldor Hermannsson. 96p. (bibl. notes) O Islandica, v. 20 '30 Ithaca, N. Y., Cornell Univ. Lib. pap. \$2

Taggard, Genevieve [Mrs. Robert L. Wolf]

The life and mind of Emily Dickinson. 405p. (3p. bibl.) il. O c. N. Y., Knopf \$4
A biography of the New England poet which for the first time tells the true story of the tragic love affair which greatly influenced her poetry and life.

Tilden, William Tatem, 2nd

Glory's net. 296p. D c. Garden City, N. Y., Doubleday, Doran \$1
A tennis romance combined with an exposé of the amateur-professional situation in America, by the famous tennis player.

Van Dusen, Henry P., ed.

Ventures in belief; Christian convictions for a day of uncertainty. 248p. (bibl. footnotes) D c. N. Y., Scribner \$2
Under the general heading "What I Believe About"—each contributor, among whom are Harry Emerson Fosdick, Reinhold Niebuhr, Kirby Page and others, takes up a different problem and presents his convictions. The book is especially intended for young people in colleges and universities.

Verrill, Alpheus Hyatt

Lost treasure; true tales of hidden hoards. 288p. il. maps O c. N. Y., Appleton \$3
True stories of lost, buried and sunken treasures told by a man who has made the Spanish Main his stamping ground for many years.

Viereck, George Sylvester

Spreading germs of hate; foreword by Colonel Edward M. House. 341p. il. O c. N. Y., Liveright \$3
The true story of the part played by the propaganda of other countries in the United States during and after the World War.

Virgil [Publius Virgilius Maro]

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Vrijdaghs, Paul, and Ripman, Walter, eds.

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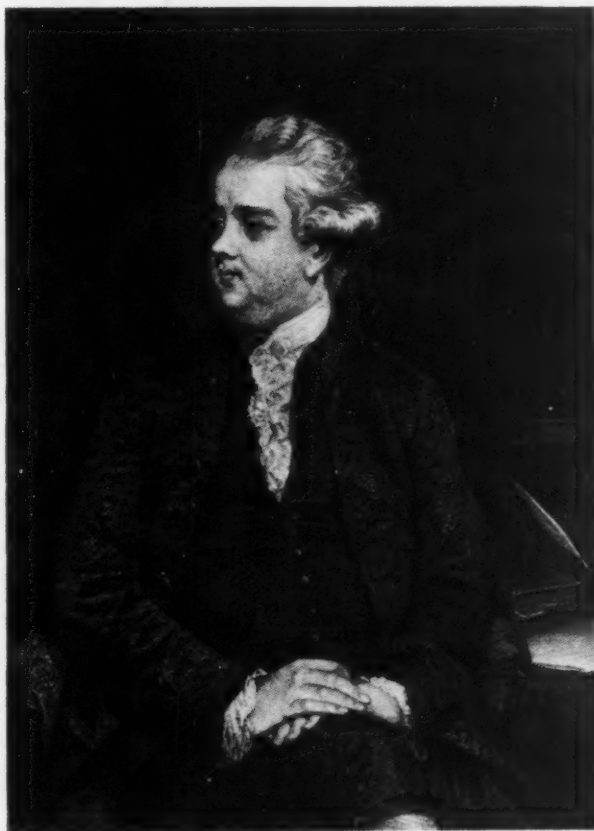
XI

The Decline and Fall of the Roman Empire

OF the making of a single book there is often no end; the marvel is, indeed, that fewer authors do not pass—like Dickens, Thackeray, Meredith, Stevenson — leaving bulky fragments behind them. The explanation may be that most of them do leave fragments, and that only when the writer is a Dickens or a Stevenson is it worth while to publish his last bequest to posterity even in its incompleteness. And when a writer embarks on an enterprise of such panoramic scope that its completion must inevitably be the business of years, then obviously the chances of his being forced to yield his pen long before he has written *finis* are almost incalculably heightened.

Precisely this consideration must have occurred many times to Edward Gibbon between October 15, 1764, and June 27, 1787. It was on the former date,

when, midway in his twenty-eighth year, he was visiting Rome for the first and last time, "as I sat musing amidst the ruins of the capitol, while the barefooted friars were singing vespers in the Temple of Jupiter, that the idea of writing the decline and fall of the city first started to my mind." The project had not been put to instant execution; "my original plan was circumscribed to the decay of the city rather than of the empire: and, though my reading and reflections began to point towards that object, some years elapsed,



Courtesy of Robert Fridenburg Galleries

Edward Gibbon

after the painting by Sir Joshua Reynolds

and several avocations intervened, before I was seriously engaged in the execution of that laborious work."

Eight years were to pass before the seed thus sown took root, fifteen more thereafter before "the hour of my final deliverance" in the quiet refuge of Lausanne. Gibbon fixed the occasion in remembered words—words probably better known than any passage of equal (or longer or shorter) length in "The History of the Decline and Fall of the Roman Empire":

"It was on the day, or rather night, of the 27th of June 1787, between the hours of eleven and twelve, that I wrote the last lines of the last page, in a summer-house in my garden. After laying down my pen, I took several turns in a *berceau*, or covered walk of acacias, which commands a prospect of the country, the lake, and the mountains. The air was temperate, the sky was serene, the silver orb of the moon was reflected from the waters, and all nature was silent. I will not dissemble the first emotions of joy on recovery of my freedom, and perhaps the establishment of my fame. But my pride was soon humbled, and a sober melancholy was spread over my mind, by the idea that I had taken an everlasting leave of an old and agreeable companion, and that whatsoever might be the future fate of my History, the life of the historian must be short and precarious."

The whole span of his acquaintance with this "old and agreeable companion," from the inception of the idea to the walk in the moonlight under the acacias, had embraced nearly twenty-three years. At its beginning England had just set the definitive seal of her supremacy on the New World—woe to France; at its conclusion the Constitution of the United States was being drafted. At its beginning Louis XV had just lost an empire in India; at its conclusion Louis XVI, his monarchy officially bankrupt, was preparing to lose a kingdom in France, and his head with it. At its beginning the first Pitt had fallen; at its conclusion the second Pitt was in the full tide of his beneficent might. At its beginning Gray, Smollett, Sterne and Goldsmith were alive; at its conclusion Wordsworth, Coleridge and Scott were at the edge of manhood, Lamb and Landor were boys of twelve, and Byron was wait-

ing, with conjectural impatience, to be born.

Edward Gibbon was the oldest of seven children, and the only one to survive infancy. The marvel is that the first-born of Edward Gibbon the elder and his wife Judith Porten did not precede, or at best soon follow, the rest of their pitiful progeny. For "so feeble was my constitution, so precarious my life, that in the baptism of my brothers my father's prudence successively repeated my Christian name of Edward, that, in case of the departure of the eldest son, this patronymic appellation might be still perpetuated in the family."

Gibbon's early intellectual rearing, thanks to his frailness and to other considerations, such (quite credibly) as the fact that "my mother's attention was somewhat diverted by her frequent pregnancies," was also a precarious affair. Luckily his father was a person of some means; he was able, when Edward was fourteen, to install him as a gentleman commoner at Oxford, where he remained little more than a year, to emerge a Roman Catholic. Thereupon the father, shocked into decisive action perhaps for the only time in his lackadaisical career, sent the youth post haste to Lausanne to sit at the feet of a Calvinist minister. Mr. Pavillard's task was a dual one—to instruct and to proselytize. In this effort to bring down one bird with two stones M. Pavillard aimed his second missile with the more particular care; by the end of 1754 his charge was "acquiescing with implicit belief in the tenets and mysteries which are adopted by the general consent of Catholics and Protestants."

M. Pavillard meanwhile had not wholly neglected Gibbon's intellectual deficiencies, but one can go little beyond this negative indorsement. "There is no evidence," declares James Cotter Morison in his study of Gibbon, that Pavillard "was a ripe or even a fair scholar, and the plain fact is that Gibbon belongs to the honorable band of self-taught men." Virtually abandoned to his own devices except for the forced nurture of his immortal soul, Gibbon laid out for himself a program of mental discipline that the easy-going M. Pavillard would probably never have dared formulate for him. He began the study of the

Latin classics, reading them intensively and in "chronological series from the days of Plautus and Sallust to the decline of the language and empire of Rome." The better to read Latin, he wrote it, and wrote it after an ingenious method: "I translated an epistle of Cicero into French, and after throwing it aside till the words and phrases were obliterated from my memory, I retranslated my French into such Latin as I could find, and then compared each sentence of my imperfect version with the ease, the grace, the propriety of the Roman orator." French, indeed, from the mere fact of association, was becoming his language; the contact colored his mode of expression, his mode of thought, his mode of life. He became a citizen of the world in a day when few such

certificates of naturalization were being requested or issued.

And he fell in love. Since Gibbon lived and died a bachelor, since his personality is among the least colorful in the chronicle of English letters, rather more has been made of this solitary romantic interlude than it deserves. The episode concluded on a highly unromantic note. Gibbon's father disapproved the contemplated match with Mademoiselle Curchord, and Gibbon, whose attachment could hardly have been desperate, obeyed orders. Nor does the lady appear thereby to have been reduced to a state of irremediable woe, though there is no question but that her own emotions were profoundly and sincerely stirred. Subsequently she married somebody else.

In the spring of 1758 Gibbon returned to England after five years in Lausanne. The Seven Years' War was on, involving

virtually every nation in Europe, its theatre spread over three continents. Gibbon's share in it was inconspicuous—only, perhaps, because its fortunes kept him on home soil. In 1760 he became a captain in the Hampshire grenadiers; and while

his regiment never left England, the drill-field and a highly convivial mess put as effective an end to studies as if he had been in action on the continent. But the service itself was a school, and one that held Gibbon's interest—no historian is harmed by an inside, if theoretical, acquaintance with the science of war. Gibbon himself paid due tribute to the value of his military training:

"My principal obligation to the militia was its making me an Englishman and a soldier. After my foreign education, with my reserved temper, I

should long have continued a stranger in my native country, had I not been shaken in this various scene of new faces and new friends; had not experience forced me to feel the characters of our leading man, the state of parties, the forms of office, the operations of our civil and military system. . . . The discipline and evolution of a modern battalion gave me a clearer notion of the phalanx and the legion, and the captain of the Hampshire grenadiers (the reader may smile) has not been useless to the historian of the Roman Empire."

But before his son was thus effectively Anglicized, the father had sought to speed the process by attempting to persuade him to enter Parliament. It would cost perhaps £1500 (no vast figure in comparison with some recent Senatorial budgets), which sum the elder Gibbon was willing to provide. But the son had other ideas.



Courtesy of Robert Fridenburg Galleries

Edward Gibbon, from a contemporary caricature

He embodied them in a long letter to his father that is a pleasant compound of affection, loyalty and wilfulness:

"An address in writing from a person who has the pleasure of being with you every day may appear singular. However I have preferred this method, as upon paper I can speak without a blush and be heard without interruption. If my letter displeases you, impute it, dear sir, to yourself. You have treated me, not like a son, but like a friend. Can you be surprised that I should communicate to a friend all my thoughts and all my desires?"

He was grateful for the offer of a seat in Parliament, but the prescribed talents "had not fallen to my lot." He was no orator; he wanted "necessary prejudices of party and of nation." And "with our private fortune, is it worth while to purchase at so high a rate a title honorable in itself, but which I must share with every fellow that can lay out 1500 pounds?"

The purpose of the letter was to offer an alternative suggestion—that the specified sum be employed "not in making me great, but in rendering me happy." And so to the nub of the business:

"The unhappy war which now desolates Europe will oblige me to defer seeing France till a peace. But that reason can have no influence on Italy, a country which every scholar must long to see. Should you grant my request, and not disapprove of my manner of employing your bounty, I would leave England this autumn and pass the winter at Lausanne with M. de Voltaire and my old friends. In the spring I would cross the Alps, and after some stay in Italy, as the war must then be terminated, return home through France."

Gibbon père was willing. And so a month after the demobilization of his grenadiers Gibbon was on the continent as a sort of precursor-beneficiary of the Guggenheim Foundation. He dallied in France and Switzerland, read Latin, grew so aware of Italy that when he finally set foot on her soil, in the spring of 1764, he knew the country, literally, like a book. It was six months later that he heard the friars singing vespers in the Temple of Jupiter.

In the middle of 1765 he was back in

London, but not to begin the writing of his magnum opus. His father's affairs were in a tangle which was hardly straightened out at his death in 1770. Gibbon lived the life of the mildly hospitable bachelor; "I sometimes give the prettiest little dinner in the world," and he did not disdain "the innocent amusement of a game at cards." There were one or two literary ventures of no surpassing moment; there was much study. In 1772 he definitely embarked on the composition of the "Decline and Fall." The writing of the first volume required three years; it was published in February, 1776. The story of the publication of the book and of its instant success had best be told in Gibbon's own words, as set down in the autobiography which has already been heavily drawn on in the present paper:

"I agreed upon easy terms with Mr. Thomas Cadell, a respectable bookseller, and Mr. William Strahan, an eminent printer; and they undertook the care and risk of the publication, which derived more credit from the name of the shop than from that of the author. The last revision of the proofs was submitted to my vigilance; and many blemishes of style, which had been invisible in the manuscript, were discovered and corrected in the printed sheet. So moderate were our hopes, that the original impression had been stinted to five hundred, till the number was doubled by the prophetic taste of Mr. Strahan. During this awful interval I was neither elated by the ambition of fame nor depressed by the apprehension of contempt

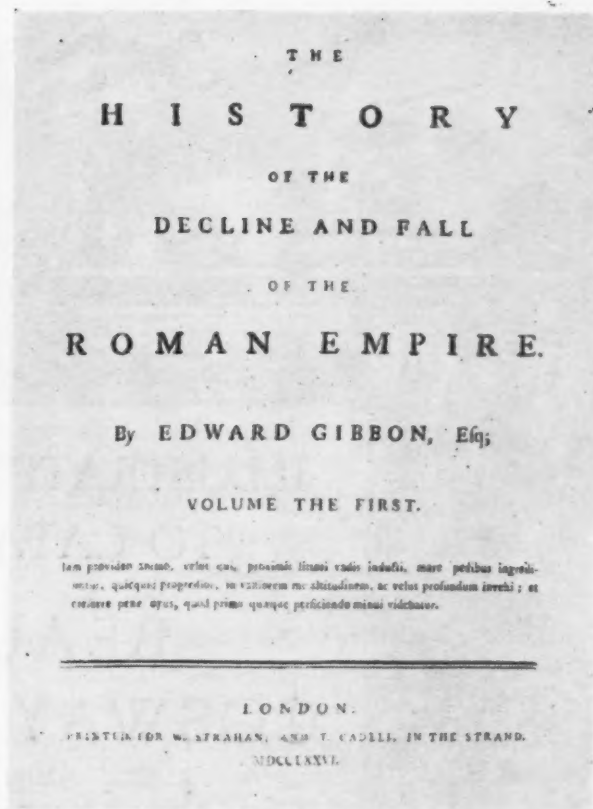
"I am at a loss how to describe the success of the work, without betraying the vanity of the writer. The first impression was exhausted in a few days; a second and third edition were scarcely adequate to the demand; and the bookseller's property was twice invaded by the pirates of Dublin. My book was on every table, and almost on every toilette; the historian was crowned by the taste or fashion of the day."

Few are the books, great or small, whose original publishing history is so minutely available, particularly in the words of the author himself. As Gibbon graciously notes, he had the benefit of a powerful imprint. The economic details of the trans-

action are also available in the form of a statement from the publishers to the author dated April 30, 1777 (fourteen months after the appearance of the first edition). The document is worth presenting in itemized detail. The printing cost was one pound six shillings per sheet, including "notes at the bottom of the page," a total of £117; paper came to £171; the "corrector," for "extra care," received five guineas; advertisements and incidentals brought the total up to £310. Deducting this figure from receipts of £800 (one thousand books at sixteen shillings) left a profit of £490, of which two thirds (£326 13s. 4d.), was paid over to Gibbon and the remaining third (£163 6s. 8d.) to Messrs. Strahan and Cadell.

Volumes II and III did not appear until 1781. Much of the interval is accounted for by the magnitude of the subject; some by the fact that Gibbon was now a member of Parliament. His record as a legislator was not especially distinguished, but at least the affairs of England took up a quantity of his time that would otherwise have been devoted to the affairs of Rome. In September, 1783, he returned to Lausanne, and for four years toiled on the three final volumes of the "Decline and Fall." He wrote the concluding words, as has been noted, on June 27, 1787. A month later he was on his way to England with his manuscript, and the three final volumes were issued in May, 1788. Their bulk considered, the printing and publication of these three volumes must rank as a feat that reflects an abundance of credit on the skill and acumen of Thomas Cadell (for Strahan had been dead three years). Gibbon returned to Lausanne, and shortly after returned to London, an ill man. Death took him in January, 1794, in his fifty-seventh year. "There is hardly a parallel case in literature," says J. C. Morison, "of the great powers of a whole life being so concentrated on one supreme and magnificent effort."

"The History of the Decline and Fall of the Roman Empire" shares that degree of scarcity which is common to serial works—particularly to serial works whose publication is spread over twelve years. The first volume is inevitably the least common of the six, and sets in which all the members save Volume I are of the



Courtesy of G. A. Baker & Co.

Title-page of the first volume of the first edition. The writing of this volume required three years. It was published in February, 1776

first edition are frequently met with. The complete work in first edition approaches excessive rarity only in the original boards and in uncut state. "The Decline and Fall" is obviously in that classification of books which would be absorbed by the best people of its day, who, manifesting a contemptuous disregard for the feelings of a collecting posterity, with few exceptions had their copies handsomely arrayed in calf. The Jerome Kern copy, evidently once the property of a poverty-stricken scholar who could not afford such finery, was in the original boards and uncut, and sold, on that account, for \$3900. During the same auction season three other copies, all in calf rebaked, and one set including the three volumes of Gibbon's miscellaneous works published after his death, ranged from \$135 to \$360. Taking into consideration the Kern copy alone, however, bookseller and collector alike must admit that, figured on a basis of deadweight tonnage, its selling price was not formidable by comparison with the quotations for "Rubáiyáts" and "Elegies."



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Grandma's Attic Treasure

Frederick M. Hopkins

THE *Ulster County Gazette* of January 4, 1800, announcing the death of General Washington, has been the cause of more correspondence, many times over, than any other newspaper or book published in America. It is said that hardly a week goes by that at least one of the many reprints is not offered to the New York Public Library and in most cases the owner honestly believes his copy authentic, regardless of the thirty different facsimile reprints or imitations that the library is able to show. It has been estimated that at least 1,000,000 copies of at least sixty reproductions of this interesting old newspaper have been made.

Under the title "The *Ulster County Gazette* and Its Illegitimate Offspring," R. W. G. Vail has brought together all available information in regard to this early newspaper and its many reprints. This bibliographical material fills 34 pages 7 by 10 inches in size, and it is now clearly apparent why the special number of this old newspaper has caused librarians and booksellers so much trouble. Mr. Vail says that "librarians and booksellers who have had some hundreds of copies of this most widely circulated of all newspapers offered to them every year are apt to smile when the famous old hoax is mentioned but there are two good reasons why they should look before they laugh. One is that the particular copy in question might prove to be genuine, for there certainly was such a newspaper, as we know from the few stray copies of other numbers still preserved in our libraries. And it is not a laughing matter when a trusting little white-haired lady comes to you and says: 'I have here a precious heirloom which has been in my family for generations but now I am very much in need of money, and have finally decided to part with it, for I know it must be very valuable.' You are immediately in an embarrassing dilemma for of course you do not want to purchase it and yet you hate to disappoint her."

Not many years ago a letter appeared in

the mail of the American Antiquarian Society offering a genuine copy of the famous *Ulster County Gazette* of January 4, 1800, which had "never been out of the owner's family" and which the writer of the letter was willing to sell for \$3,800. Another happy owner of an original of this ancient newspaper announced that he had refused \$500 for it and would not sell at any price. "If the gentlemen who had offered his copy for \$3,800 had asked the advice of any authority on old newspapers he probably would have been surprised to learn that there are many genuine newspapers of similar date worth only from one to five dollars each and that if his should prove to be the long lost original of the famous *Gazette*, even its nationwide fame would not make it worth more than \$50, or at most, \$100. Mr. Vail says that "it is doubtful if a complete file of the *Ulster County Gazette* for the entire twenty-four years of its existence would be worth half the price the gentleman asked for his single number."

The *Ulster County Gazette* was established May 5, 1798, at Kingston, N. Y., by Samuel Freer and his son Samuel S. Freer, both staunch supporters of the Federal Party; and it continued as a vigorous party organ until 1822 when the paper and party expired together. About five years after the founding of the *Gazette*, Samuel Freer prepared his last "make-ready" and the paper was continued by his son who died July 5, 1840 at the age of sixty-three.

Washington died at Mount Vernon on December 14, 1799, and a few days later every crudely printed little four-page newspaper in the republic recorded the grief of the sorrowing nation by appearing in mourning for the man who had brought independence, peace and union to the thirteen Colonies, and served as first president of the United States. The sad news reached Kingston in time for the Freers to give an account of the death and funeral of Washington in their paper of January

4, 1800, the first issue of the new century. *The Gazette* was a small four-page weekly newspaper, containing four columns to the page and measuring approximately $9\frac{1}{4}$ by 16 inches, exclusive of margins. It was printed with worn type on the coarse, rather thick, uneven brownish rag paper of the period. The two inside pages had the customary heavy black mourning borders around each page and between the columns of type. No copy of the issue of January 4, 1800, is known to exist.

But if a copy of the genuine original *Gazette* of this date should be discovered for which librarians and antiquarians have been searching for half a century, there will be little difficulty in proving its age. To begin with, the name of the paper at the head of the first page must be printed in the slanting italic type used in the known original numbers of other dates. If the heading is set in vertical roman type it is a reproduction even if it is printed on what appears to be old paper. But this is not an infallible test, for there are many reproductions which have the italic heading, just as there are many others in which it is set in roman type.

The real test of genuineness is to be found in an examination of the paper and the ink. Most of the news print paper made in America at the beginning of the nineteenth century was coarse, uneven, yellowish-brown and considerably thicker and softer than that used in the reprints of *The Gazette*. This is particularly true of the paper used by the small-town printers who patronized the crude local mills. The only good quality of this paper was that, being made from linen rags, it was tough and strong. But it did not take the thick sticky ink very well, especially as the type and presses were generally worn and uneven, for most small town printers used second-hand equipment. Then, too, the ink was very unevenly spread on the type with ink balls and not with the later even spreading rollers. The resulting printed page, which was probably run off by a careless apprentice, or a tramp printer, was unevenly printed, with nothing of the uniform black appearance of the smoothly inked modern reproductions.

The coarse paper of the period was very soft and porous and tended to absorb the ink after the manner of a blotter, so that

the type impression of the typical old newspaper of a hundred and thirty years ago is somewhat blurred, with a saw-tooth edge to the letters, where the ink has spread out into the paper. In the reproductions, however, the type impressions are sharp and clear cut and the ink very black instead of brownish black as in the originals. A careful examination under a magnifying glass should convince the most skeptical but, if still in doubt, take your paper to a library and some one familiar with old paper and ink and of printing of a century ago will pretty safely settle the matter.

The fact that no original has been discovered after many years search has resulted in the statement that there never was an original, and that the whole matter is a clever hoax. This is refuted by the discovery of a copy of *The Gazette* for April 26, 1800, in which the Jansen legal notice, reprinted from an earlier issue, bears the date January 4, 1800, in which number it first appeared. A careful comparison of this Jansen notice with a reprint will show differences of wording and spelling, for no later edition is an exact reproduction of this original.

There is no facsimile of the original *Gazette*. This is explained by the fact that the modern processes of mechanical reproduction were unknown when the earlier copies were printed. The printers of the first reproductions, who had originals (now lost) before them, simply used the oldest font of type they could find and copied the set-up as best they could. The more modern editions, having no originals to copy, made photo-mechanical facsimiles of early type-set copies, in many cases thinking they were copying originals. Not even in the headings did they succeed in making a facsimile, as can be shown by comparing the copies with headings of other dates.

The New York Public Library has 34 copies of 31 different issues of the *Ulster County Gazette* of January 4, 1800. The American Antiquarian Society has 68 copies of 31 issues, and the Library of Congress has 45 copies of 25 issues. Other notable collections of these reprints will be found in the New York Historical Society, New York State Library, Vassar College Library, Wisconsin, Connecticut, and Massachusetts Historical Societies, and in the libraries of Yale and the University of

Chicago, as well as a few variants in virtually every library and historical museum in the country.

Mr. Vail's pamphlet gives a list of the known copies of *The Gazette* and where they can be found; a check list of the various reprints, and a list of facsimiles of other papers that have had reprints made of them, and ten pages of illustrations. Any

one interested in the *Ulster County Gazette* will find it well worthwhile to send the New York Public Library twenty-five cents for "The Ulster County Gazette and Its Illegitimate Offspring." This is the first time that a comprehensive study of this famous weekly newspaper has been made and the facts about these many reprints brought together.

Limited Editions of the Month

THE APELLICON PRESS

All About Mother Goose, by Vincent Starrett, D. B. Updike designer, cloth binding, 275 copies, \$10. Glen Rock, Pa.

COVICI, FRIEDE

Satyrs and Women, by Pierre Louys, Pierre Loving translator, Majeska illustrator, Water colors, 1250 printed on Worthy Gracian Laid, \$15.

HOUGHTON MIFFLIN COMPANY (The Riverside Press, Cambridge)

"Builders of the Bay Colony," Extra illustrated Uncut First Edition of 350 copies, by Samuel Eliot Morison, type 11-337 Monotype, cloth, paper label uncut, 500 copies for sale, rag deckle supplied by W. F. Etherington Co., \$15.

THE LIMITED EDITIONS CLUB (The Georgian Press)

Tartarin of Tarascon, by Alphonse Daudet, 2 vols., Translator, Jacques Le Clercq, Illustrator, W. A. Dwiggins, Pen illustrations, Baskerville type, Decorated boards, 1500 copies on Praga hand-made paper, \$10 to members.

WALTER V. MCKEE (The Cresset Press)

Birds, Beasts and Flowers, by D. H. Lawrence, Illustrator, Blair Hughes-Stanton, ten full-page engravings, 500 copies on mould-made paper at \$25; 30 copies on Batchelor's hand-made paper, including a separate set of unsigned prints at \$75; of these numbers, A. B. & C include separate prints of each illustration signed by artist, at \$250.

THE PANURGE PRESS

The Sotadic Zone, by Sir Richard Burton, 2000 copies, \$5.00. New York.

Confessional, by Frank Harris, 2850 press-numbered copies, \$5.

THE PHOENIX BOOKSHOP N. Y. C. (The Foundry Press, R. C. Rimington)

Apologia Pro Sua Preoccupatione, by Christopher Morley, The Marchbanks Press designer, 225 copies, \$10.

RANDOM HOUSE

The Scourge of the Indies, by Maurice Besson, Translator, Everard Thornton, Color and halftone plates, 1000 copies, \$10.

The School for Scandal, by Sheridan, R. Crompton Rhodes editor, Thomas Lowinsky, illustrator, 400 copies on special hand-made paper, \$25.

AE [George Russell's] Enchantment and other Poems, 250 copies, \$7.50.

The Random House Prose Quartos; Six new contributions by Conrad Aiken, Sherwood Anderson, Stephen Vincent Benét, Louis Bromfield, Theodore Dreiser and Carl van Doren, typography by Paul Johnston, 875 sets (each author printed in separate folio), \$10 the set.

THE WESTGATE PRESS

Hearn and His Biographers (includes a group of letters from Lafcadio Hearn to J. Tunison, now first published), by Oscar Lewis, The Grabhorn Press designer, Garamond type, 350 copies, \$15, San Francisco, California.

Modern English Firsts

JOHN MASEFIELD, 1875—

POET LAUREATE, 1930—

A Bibliographical Check List of the First Editions of His Books

Compiled by H. S. Boutell

Verse

- "Salt Water Ballads." *London, Richards, 1902.*
- "Ballads." *London, Mathews, 1903.*
(The Vigo Cabinet Series, No. 13.) Wrappers.
- "A Little Fleet." By Jack B. Yeats. *London, Mathews, 1909.*
A children's book with illustrations by Jack B. Yeats. The verses are by John Masefield.
- "Ballads and Poems." *London, Mathews, 1910.*
In the first issue the paper is watermarked with a crown and "Abbey Mills, Greenfield," and the book begins with the half-title. In the second issue the paper has no watermark and there are two blank leaves before the half-title.
- "The Everlasting Mercy." *London, Sidgwick & Jackson, 1911.*
Awarded the Edmond de Polignac Prize of the Royal Society of Literature, 1912.
- "The Widow in the Bye Street." *London, Sidgwick & Jackson, 1912.*
- "Dauber. A Poem." *London, Heinemann, 1913.*
First American edition: "The Story of a Round House and Other Poems." *New York, Macmillan, 1913.*
- "The Daffodil Fields." *London, Heinemann, 1913.*
- "Philip the King and Other Poems." *London, Heinemann, [1914.]*
With a portrait by William Strang.
- "Good Friday." *Letchworth, Garden City Press, 1916.*
200 large paper copies, and a trade edition.
Reprinted: *Published by John Masefield at Lollington, Cholsey, Berkshire; printed at Letchworth, Garden City Press, 1916.*
- "Sonnets and Poems." *Letchworth, Garden City Press, 1916.*
200 large paper copies, and a trade edition.
Reprinted: *Published by John Masefield at Lollington, Cholsey, Berkshire; printed at Letchworth, Garden City Press, 1916: new poems being substituted for sonnets xxiv and xxxiv-xxxvi.*
- "Lollington Downs and Other Poems, with Sonnets." *London, Heinemann, 1917.*
- "The Cold Cotswolds." [*Cambridge, Galloway & Porter, 1917.*]
A pamphlet, reprinted from *The Cambridge Magazine*, March 1917.
- "A Poem and Two Plays." *London, Heinemann, [1919.]*
"Rosas," the poem in this volume was published separately, *New York, Macmillan, 1918*, 750 numbered copies, signed by the author, and a trade edition.
- "Reynard the Fox, Or the Ghost Heath Run." *London, Heinemann, 1919.*
275 numbered copies, 250 for sale, signed by the author.
- "Right Royal." *London, Heinemann, 1920.*
525 numbered copies, 500 for sale, signed by the author.
- "Enslaved and Other Poems." *London, Heinemann, 1920.*
275 numbered copies, 250 for sale, signed by the author, and a trade edition.
- "King Cole and Other Poems." *London, Heinemann, 1921.*
Illustrated by Judith Masefield. 750 numbered copies, signed by the author, and a trade edition.
- "The Dream and Other Poems." *London, Heinemann, [1922.]*
"The Dream" appeared in "The Daniel Press. Memorials of C. H. O. Daniel." *Oxford, Printed on the Daniel Press in The Bodleian Library, 1921.*
- "Selected Poems." *London, Heinemann, 1922.*
530 numbered copies, 500 for sale, signed by the author, and a trade edition.
- "Collected Poems." *London, Heinemann, 1923.*
530 numbered copies, 500 for sale, signed by the author with an additional couplet in his hand.

- "A King's Daughter. A Tragedy in Verse." *London, Heinemann, 1923.*
280 numbered copies, signed by the author.
- "The Taking of Helen." *London, Heinemann, 1923.*
750 numbered copies, signed by the author, and a trade edition.
- "The Trial of Jesus." *London, Heinemann, 1925.*
530 numbered copies, 500 for sale, signed by the author, and a trade edition.
- "Tristan and Isolt. A Play in Verse." *London, Heinemann, [1927.]*
275 numbered copies, signed by the author.
- "The Coming of Christ. A Play." *London, Heinemann, [1928.]*
275 numbered copies, 250 for sale, signed by the author, and a trade edition.
- "Midsummer Night and Other Tales in Verse." *London, Heinemann, [1928.]*
275 numbered copies, signed by the author, and a trade edition.
- "Easter. A Play for Singers." *London, Heinemann, 1929.*
375 numbered copies, signed by the author, and a trade edition.
- "South and East." *London, Medici Society, 1929.*
Illustrated by J. Parsons. 260 numbered copies, signed by the author, and 2750 copies.
- "Sonnets of Good Cheer to the Lena Ashwell Players. From their Well-Wisher, John Masefield." [*London,*] *n. d.*

Prose, etc.

- "A Mainsail Haul." *London, Mathews, 1905.*
(The Satchel Series.) Frontispiece by Jack B. Yeats. Wrappers.
- "Sea Life in Nelson's Time." *London, Methuen, [1905.]*
- "On the Spanish Main; or, Some English Forays on the Isthmus of Darien. With a Description of the Buccaneers and a Short Account of Old Time Ships and Sailors." *London, Methuen, [1906.]*
Advertisements at end dated Jan., 1906.
- "A Tarpaulin Muster." *London, Richards, 1907.*
- "Captain Margaret. A Romance." *London, Richards, 1908.*
- "Multitude and Solitude." *London, Richards, 1909.*
- "The Tragedy of Nan and Other Plays." *London, Richards, 1909.*
- "The Tragedy of Pompey the Great." *London, Sidgwick & Jackson, 1910.*
"A Translation of Masefield's 'Pompey the Great,' Act II, Scene 1." By Denys Lionel Page. *Oxford Blackwell, 1928.* (Gaisford Prize for Greek Verse, 1928.)
- "My Faith in Woman Suffrage." [*London,*] *The Woman's Press, [1910.]*
- "A Book of Discoveries." *London, Gardner, Darton, [1910.]*
Illustrated by Gordon Browne.
"The first issue was bound in light yellowish cloth, with coloured ornamental design. Top edges gilt. Second and later issues were in different coloured cloths and the top edges plain."—Fabes, "Modern First Editions: Points and Values."
- "Martin Hyde, the Duke's Messenger." *London, Gardner, Darton, [1910.]*
Illustrated by T. C. Dugdale.
- "Lost Endeavour." *London, Nelson, [1910.]*
- "The Street of Today." *London, Dent, 1911.*
- "William Shakespeare. A Study." *London, Williams and Norgate, [1911.]*
(Home University Library, No. 2.)
- "Jim Davis." *London, Gardner, Darton, [1911.]*
Lettered in gilt on the cover.
Published under the title, "The Captive of the Smugglers." *Boston, Page, 1918.*
- "The Faithful. A Tragedy in Three Acts." *London, Heinemann, [1915.]*
Japanese War scene on end papers.
- "John M. Synge: A Few Personal Recollections, with Biographical Notes." *Churchtown, Dundrum, The Cudla Press, 1915.*
350 numbered copies.
- "Gallipoli. A Short History of the Dardanelles Campaign." *London, Heinemann, 1916.*
A few copies in blue cloth; the rest in red.
- "The Locked Chest, The Sweeps of Ninety-Eight. Two Plays in Prose." *Letchworth, Garden City Press, 1916.*
200 large paper copies, and a trade edition.

- "The Old Front Line; or, The Beginning of the Battle of the Somme." *London, Heinemann, 1917.*
- "Anne Pedersdotter. A Drama in Four Acts." By H. Wiers-Jenssen. English version by John Masefield. *Boston, Little, Brown, 1917.*
Later published as "The Witch."
- "The Battle of the Somme." *London, Heinemann, 1919.*
250 numbered copies, signed by the author.
- "The War and the Future." *New York, Macmillan, 1918.*
First English edition: "St. George and the Dragon." *London, Heinemann, [1919.]*
- "John Ruskin." [*Bembridge, Isle of Wight, Yellowsands Press, 1920.*]
150 numbered copies, none for sale.
- "A Foundation Day Address." [*Bembridge, Isle of Wight, Yellowsands Press, 1920.*]
250 numbered copies, none for sale.
- "Berenice. A Tragedy." By Jean Racine. Translated by John Masefield. *London, Heinemann, 1922.*
- "Esther. A Tragedy." Adapted and partially translated from the French of Jean Racine. *London, Heinemann, 1922.*
- "Melloney Holtspur or the Pangs of Love." *London, Heinemann, 1922.*
500 numbered copies for sale, signed by the author.
- "Shakespeare and the Spiritual Life. The Romanes Lecture, 1924." *Oxford, Clarendon Press, 1924.*
200 numbered copies, signed by the author, and a trade edition.
- "Recent Prose." *London, Heinemann, 1924.*
- "Sard Harker." *London, Heinemann, [1924.]*
380 numbered copies, 350 for sale, signed by the author, and a trade edition.
- "With the Living Voice. An Address Given at the First General Meeting of the Scottish Association for the Speaking of Verse, 24th Oct., 1924." *London, Heinemann, 1925.*
265 numbered copies, 250 for sale, signed by the author, and a trade edition.
- "Odtaa. A Novel." *London, Heinemann, 1926.*
250 numbered copies, signed by the author, and a trade edition.
- "The Midnight Folk. A Novel." *London, Heinemann, [1927.]*
265 numbered copies, 250 for sale, signed by the author, and a trade edition.
- "The Hawbucks." *London, Heinemann, [1929.]*
275 numbered copies, 250 for sale, signed by the author.
- "Six Broadshets." *London, Mathews, 1902-1903.*
For October 1902, December 1902, May 1903, July 1903, November 1903, December 1903. With hand-colored illustrations by Jack B. Yeats. Each sheet contains verses by John Masefield and others. The first sheet was published before "Salt Water Ballads."
- "Wolverhampton Art and Industrial Exhibition Catalogue of the Exhibits in the Fine Art Section." *Wolverhampton, Whitehead, [1902.]*
Contains "Remarks on the Greater Movements in English Art." [Anonymous] by John Masefield.
- "Poems." By John Keats. Introduction by Laurence Binyon, Notes by John Masefield. *London, Methuen, [1903.]*
- "The Tragedy of Dr. Faustus." By Christopher Marlowe. Edited by T. Sturge Moore. *London, Vale Press, 1903.*
Seen through the press by John Masefield, 310 copies.
- "Wayfarer's Love: Contributions from Living Poets." Edited by the Duchess of Sutherland. *London, Constable, 1904.*
Contributions by John Masefield.
- "Lyrist's of the Restoration. From Sir Edward Sherburne to William Congreve." Selected and Edited by John and Constance Masefield. *London, Richards, 1905.* (The Chapbooks, I.)
- "Essays Moral and Polite, 1660-1714." Selected and Edited by John and Constance Masefield. *London, Richards, 1906.* (The Chapbooks, II.)

- "The Lyrics Beaumont and Fletcher and Ben Jonson." Edited by John Masefield. *London, Richards, 1906.*
(The Chapbooks, III.)
- "The Poems of Robert Herrick." Edited with a Biographical Introduction by John Masefield. *London, Richards, 1906.*
(The Chapbooks, IV.)
- "A Sailor's Garland." Selected and edited by John Masefield. *London, Methuen, [1906.]*
- "Dampier's Voyages." Edited by John Masefield. *London, Richards, 1906.*
2 vols. 1000 copies.
- "An English Prose Miscellany." Selected with an introduction by John Masefield. *London, Methuen, [1907.]*
- "Broadside for June, 1908, No. 1." [Dundrum,] *Dun Emer Press, 1908.*
Contains "Campeachy Picture," 300 copies.
- "Marco Polo's Travels." Edited by John Masefield. *London, Dent, 1910.*
(Everyman's Library.)
- "Masters of Literature. Defoe." Edited by John Masefield. *London, Bell, 1909.*
- "Chronicles of the Pilgrim Fathers." Edited by John Masefield. *London, Dent, 1910.* (Everyman's Library.)
- "A Voyage around the World in the Years 1740-1744." By George Anson. Introduction by John Masefield. *London, Dent, 1911.*
(Everyman's Library.)
- "The Life of Nelson." By Robert Southey. Introduction by John Masefield. *London, Gibbings, 1911.*
Designs by Frank Brangwyn.
- "Daughters of Ishmael." By Reginald Wright Kauffman. *London, Swift, 1911.*
Introduction by John Masefield.
- "The Third Miss Symons." By F. W. Mayor. *London, Sidgwick & Jackson, 1913.*
Preface by John Masefield.
- "Poems." By R. C. Phillimore. Introduction by John Masefield. *London, Sidgwick & Jackson, 1913.*
- "The Fancy: A Selection from the Poetical Remains of the late Peter Corcoran." By John Hamilton Reynolds. *London, Mathews, [1913.]*
(The Satchel Series.) Illustrated by Jack B. Yeats. A verbatim reprint of the 1820 volume with prefatory memoir notes by John Masefield.
- "Buccaneer Ballads." By E. H. Visiak. With an Introduction by John Masefield. *London, Mathews, 1913.*
(The Satchel Series.)
- "Attack. An Infantry Subaltern's Impressions of July 1st, 1916." By Edward G. D. Liveing. Introduction by John Masefield. *London, Heinemann, 1918.*
- "Ruskin the Prophet and Other Centenary Studies." By John Masefield, Dean Inge, and others. Edited by J. Howard Whitehouse. *London, Allen & Unwin, 1920.*
- "The Owl. A Miscellany." *London, Sacker, 1919.*
Printed at the Westminster Press. [Edited W. I. Turner, William Nicholson, Robert Graves.] Two numbers, May, November. Of the first number there were 50 copies, signed by all contributors, as well as the trade edition. Both numbers contain contributions by John Masefield.
- "Public School Verse, 1919-1920. An Anthology." Introduction by John Masefield. *London, Heinemann, 1920.*
- "Pictures of the Belvoir Hunt." By A. J. Mannings. *London, 1921.*
(Alpine Club Gallery Catalogue.) Forward by John Masefield.
- "Scene." By E. Gordon Craig. *London, Milford, 1923.*
With a foreword and an introductory poem by John Masefield.
- "Fantastica. Being the Smile of the Sphinx and Other Tales of Imagination." By Robert Nichols. With a Foreword by John Masefield. *New York, Macmillan, 1923.*
- "The War Against Malaria." By Wilfred Partington. With a Foreword by John Masefield. *London, 1923.*

"Adventures by Sea From Art of Old Time." By Basil Lubbock. With a Preface by John Masefield. *London, The Studio, 1925.*

1750 copies.

"The Principal Navigations, Voyages, Traffiques and Discoveries of the English Nation." By Richard Hakluyt. *London, Dent, 1927-8.*

10 vols. Introduction by John Masefield.

"The Oxford Recitations." With a Preface by John Masefield. *New York, Macmillan, 1928.*

Contains Polyxena's Speech and The Messenger's Speech from The Hecuba of Euripides translated by John Masefield.

Biographical and Critical

"John Masefield, a Critical Study." By W. H. Hamilton. *London, Allen & Unwin, [1922.]*

"John Masefield: A Study." By Cecil Biggane. *Cambridge, Heffer, 1924.*

"John Masefield, a Popular Study." By W. H. Hamilton. *London, Allen & Unwin, [1925.]*

"John Masefield. A Contribution Toward a Bibliography." By Clarence E. Sherman. *Bulletin of Bibliography. Boston, 1915.*

Vol. 8, pp. 158-160.

Bibliographical

"Bibliographies of Modern Authors." By Henry Ranielson. *London, The Bookman's Journal, 1921.*

"Bibliographies of Modern Authors: No. 2, John Masefield." By I. A. Williams. *London, Chaundy, 1921; New Haven, Brick Row Book Shop, 1921.*

"A Bibliographical Catalogue of the First Loan Exhibition of Books and Manuscripts Held by The First Edition Club 1922." *London, The First Edition Club, n. d.*

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The New "Colophon"

THE second number of *The Colophon*, the book collectors' quarterly, has just come to hand and again by its contents and appearance gives testimony to the importance of the work that this devoted group of booklovers is carrying forward. In this May issue there is a letter to subscribers which points out that which we must have all suspected, that the editors, who are its publishers, could not possibly cover at \$10.00 a year the production expense of four such elaborate numbers in a limited edition of 2,000 copies, and so they ask subscribers if they would be willing to subscribe \$15 each for the second year and to see the size of the edition increased to 3,000 copies. This increased support ought to be promptly given by those who have enjoyed these two issues already produced. The detailed work of planning and production has been carried out by a small committee which includes Elmer Adler, Burton Emmett, John T. Winterich and Vrest Orton.

The new number again indicates the variety of interests that the magazine intends to cover: an article on Poe by Dr. Carl F. Schreiber, one on Stephen Gooden, the engraver, with several beautiful reproductions of his work, an article on collecting the first books of famous authors, by John C. Eckel, one on Bloodgood Cutter of "Innocents Abroad" connotations by John T. Winterich, on Dibdin by Henry W. Kent, the first of a series of articles by popular authors on "My First Published Book," this one by Hugh Walpole, one on "Robert Frost and His Books" by Frederic Melcher, which has a detailed bibliography.

As originally planned, the different sections of each issue are printed by different presses, which, for a moment, gives a disturbing aspect to the book but supplies a very pleasant means of studying the range of present-day typography. Two contributions have been printed abroad, the article on Gooden coming from the Curwen Press and the facsimiles of the Dibdin article coming from the Oxford University Press. Particularly pleasing in layout is the text for Mr. Kent's article on Dibdin, which has been done by the

Walpole Printing Office, and pleasing, too, is the first article which came from the Harbor Press. Other presses contributing are Paul Johnston of Norwalk, Conn., the Yale University Press and the Spiral Press.

Another Day

A RETROSPECTIVE NOTE ON

THOMAS FROGNALL DIBDIN AND THE PRINTERS

OF THE SHAKESPEARE PRESS



HENRY WATSON KENT

THOMAS FROGNALL DIBDIN wrote the memoirs of his literary activities in two volumes, interspersed with brief references to the main events of his life. While not wishing for less of the former, one could desire more of the latter, because it is difficult to gain a clear idea from his very general statements of just what sort of man he was, except by deduction. He never tells what he thinks, only what he does. He requires his reader to look between the lines, but, fortunately, this is easy, since he manages to throw about his simplest statements a sort of gesticulatory fervor which, like the art of the actor, pieces out his words with greater effectiveness. If he had not been a clergyman and a bibliophile, Dibdin could well have been an actor. The dramatic—or, at least, the theatrical—was his delight. That he bordered on the poetical is everywhere apparent in his writings.

An excellently designed page, by Walpole Printing Office, from The Colophon

The bibliography of Robert Frost is intended to be the first of detailed bibliographies printed in *The Colophon*, and very careful attention has been given to the printed form of the bibliographical details by H. S. Boutell of the *Publishers' Weekly* cooperating with Mr. Melcher. The publishers hope that the typographical problems of a bibliography have been worked out with an exactness that may make this a model for other bibliographical publications, thus providing greater uniformity in this important field of research.

It is not surprising, considering the interest in book collecting that the 2,000 copies of the edition have been already oversubscribed, and the series is likely to become an important collectors' item.

Old and Rare Books

Frederick M. Hopkins

THE death of Henry C. Folger, former president of the Standard Oil Company, ends the career of one of the most famous American collectors, and one whose fame will grow as time passes. His gift of his Shakespeare collection, comprising more than 20,000 volumes, to the American people to be housed in a building adjacent to the Library of Congress was made only a short time ago. This collection is equalled only by that of the British Museum, and in some respects it surpasses even that famous British collection of Shakespeariana. One of the unique treasures of Mr. Folger's library was a copy of the first collected edition of Shakespeare's works, for which he paid the Rosenbach Company \$100,000. It contained nine quarto plays printed in London in 1619 for Thomas Pavier by William Jaggard, who printed the First Folio in 1623. Beside the Shakespearean collection Mr. Folger's library contained other rare volumes of Elizabethan drama.

A PRICED copy of Catalog No. 4, the last of the season for the new auction house of Ritter-Hopson Galleries of Newark, reached us too late for mention last week. The 220 lots comprising Americana, even though sold at the end of the season and having little of unusual rarity brought good prices. Of course there were items that were bargains but there

were also many lots that brought prices above the average. A few representative lots and the prices realized were the following: Richard Baxter's "A Defence of the Principles of Love, Which are Necessary to the Unity and Concord of Christians," 16mo, London, 1671, \$42.50; Nathan Byfield's "An Account of the Late Revolution in New-England," London, 1689, \$155; Col. Cutler's "A Topographical Description of the State of Ohio, Indian Territory and Louisiana," Boston, 1812, \$130; Alexander Forbes's "California," London, 1839, \$55; Zerah Hawley's "A Journal of a Tour through Connecticut, Massachusetts, New-York, the North Part of Pennsylvania and Ohio, including a Year's Residence in that part of the State of Ohio, styled New Connecticut, or Western Reserve," New Haven, 1822, \$45; Samuel Smith's "The History of the Colony of Nova-Caesaria, of New Jersey," Burlington, 1765, first edition, \$90; "Acts of the General Assembly of the Province of New Jersey, printed in Philadelphia in 1732 by Bradford, \$325; 1752, \$115; 1758, \$190; 1761, \$115; and 1766, \$125. A copy of Captain John Smith's "A Map of Virginia," etc., a very fine large sound copy complete with the title to the Second Part and the large folding Map of Virginia, engraved by William Hole, in an unrecorded state, bound in contemporary boards, Oxford, 1612, sold for \$1,750. The Ritter-Hopson Galleries have made an encouraging beginning.

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There is a distinct need for the type of sales that this house has undertaken to conduct and dealers and collectors will wish it success.

FRANCES DORRANCE, secretary of the Pennsylvania Historical Commission, 69 South Franklin Street, Wilkes-Barre, Pa., writes to us as follows: "This Commission is endeavoring to collect with a view to editing and publishing all material obtainable on the Sullivan expedition against the New York Indians in 1779, in the form of letters, diaries, rosters, orderly books, etc. This will be our contribution to the Sesqui-Centennial celebration of last year, which was to some extent carried through in cooperation with New York State. The New York State centennial volume of fifty years ago contains a statement of the expedition and some of the diaries. Since that time a number of letters and some additional diaries and orderly books have been located."

SEVERAL exhibitions were arranged as a part of the recent 183d commencement of Princeton University. One of these, which attracted the most attention, was a display of old books and manuscripts dating as far back as 4000 B. C. This display, in the treasure room, began with the cuneiform tablets. Other ancient Oriental works included papyri written 1500 B. C.

There were also shown Hebrew scrolls on vellum, and parchment, and Arabic, Persian, Chinese, and Armenian scrolls on donkey leather. Many books of the Middle Ages were shown, including illuminated vellum manuscripts of Flemish and German workmanship, Roman missals of the early fifteenth century and rare Italian books.

One of the most outstanding curios was a palimpsest, on vellum, the original writing of which had been erased and a later writing added. The initial script dated from the seventh century. The erasure of this Gothic writing was plainly seen through the new writing, which was superimposed in the fourteenth century. The interest in book collecting among the students seems to be growing with every new year.

A Bookseller's Book

THE ANATOMY OF BIBLIOMANIA

By HOLBROOK JACKSON

We are glad to announce that we have secured from The Soncino Press of London, the right to distribute in the United States **THE ANATOMY OF BIBLIOMANIA** by Holbrook Jackson.

This publication is a literary event of considerable importance. The book is a long one of three hundred thousand words and covers every phase of book collecting. A book for the collector, bibliophile, librarian and indeed the bookseller himself.

It will be issued in two volumes and printed at The Curwen Press under the direction of Oliver Simon. The first volume will be published in November; the second will be issued early next Spring.

Due to the fact that orders for more than two-thirds of the edition have already been accepted, it seems only fair to announce that all subsequent orders will be filled in rotation, as received. The edition is limited to one thousand copies for the entire world at \$22.50 a set.

Prospectus upon application



**WALTER V. MCKEE
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THE booklover and collector will find it of interest to keep in close touch with the publications of the Oxford University Press, whose New York address is 114 Fifth Avenue. A new edition of Frances Burney's "Evelina," has just appeared which the discriminating book-lover will wish to own. It is an octavo of 590 pages, with an introduction, notes, indexes, and illustrations from contemporary sources edited by Sir Francis D. Mackinnon. Of course it is well printed on good paper, and bound in marbled boards, cloth back and paper label and is uncut. The text was set up from the second edition. An inspection of the first edition, and an opportunity of copying its errata slip was afforded by A. Edward Newton, the American collector. The Kern copy of the first edition sold at Anderson Galleries for \$5,800, and the collector, whether he owns the first edition or not, will want to own this new ideal edition. Another publication of American interest is Cooper's "Gleanings in Europe," which is being issued in five volumes. Volume II (England) has just been published. This is the first issue since the original publication in 1836-1838, and it offers to the readers of our modern critics a glance at the opinions of one of our earliest and most fearless critics. Until this new edition appears complete, this work has been most difficult to obtain.

ONE of the finest private libraries of Great Britain, that of Lord Brotherton, is to become the possession of the nation. The owner has decided to present his collection of books and manuscripts, including the First, Second, Third and Fourth Folios of Shakespeare to Leeds

University, where the collection will be housed in new library buildings now being constructed as the result of a previous gift of £100,000 by Lord Brotherton. In addition to the gift of buildings and books Lord Brotherton proposes to give £30,000 for maintenance and administration purposes as well as the continued services of the present librarian of the university library. The collection is not only rich in rarities of the Elizabethan period, but it has many beautiful medieval illuminated manuscripts.

THE current Catalog No. 61, just issued by E. Weyhe, 794 Lexington Avenue, contains nearly 1,200 items, comprising books on the history of art, decoration, architecture, and other applied arts. The items are divided into about sixty subject classifications which makes it useful for reference. The books on the art of the book, etching, engraving and lithography will be of special interest to many bibliophiles. Mr. Weyhe's catalogs cover a wide range of the applied arts and have a distinct individuality of their own.

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A PRICELESS Bible, supposedly more than three hundred fifty years old, was stolen, on June 10th, from the Royal Army Medical Corps library on the Millbank, near the Houses of Parliament, in London. The book, known as the Sharam Bible, was written by Philaros the Deacon and was completed about 1580. It was presented to the library by Colonel Manifold Craig, whose family had owned it for generations. One of the earliest known maps of the British Isles, drawn by Benincusa, disappeared at the same time.

ORIGINAL manuscripts of works by Edward Young, author of "Night Thoughts," are almost unknown and letters are extremelp scarce. A manuscript of the tragedy, "Busiris, King of Egypt," by this author has just been discovered, written on 43 leaves ruled in red, and bound in contemporary boards. This manuscript though apparently complete, omits the rhyming "Prologue," the list of dramatis personae, and has no title. It is written very clearly in a well formed hand and is said to be a "fair copy written before the play was produced at the Theatre Royal in Drury Lane."

A BIBLIOGRAPHY of the works of Eugene O'Neill is in preparation by Barrett H. Clark and Ralph Sanborn. The bibliographers are anxious to hear from collectors about any variations at issue of printed publications which they may have discovered and which may supplement information on hand. Address Ralph Sanborn, 37 Arlington Street, Cambridge, Mass.

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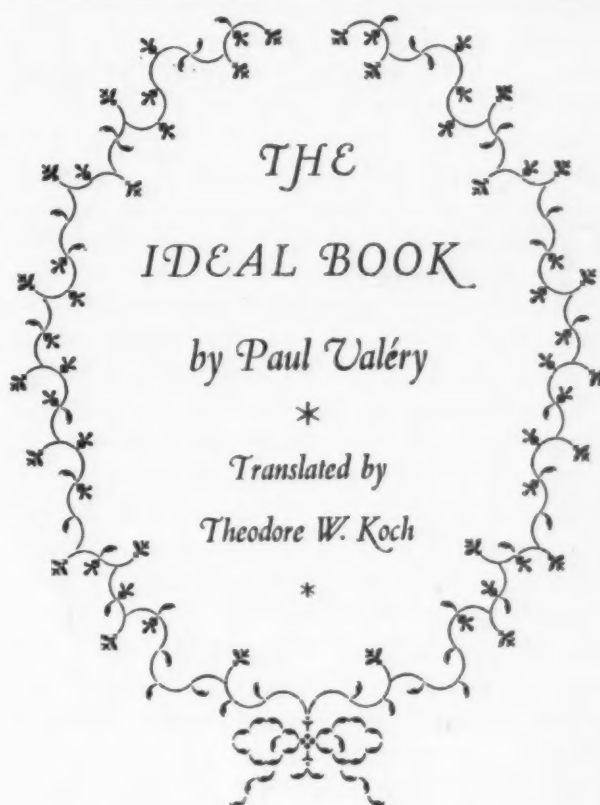


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HARRY STONE

24 East 58th Street New York City



PITTSBURGH
THE LABORATORY PRESS
1930

The Laboratory Press has made a beautiful little brochure of a brief essay by Paul Valéry on "The Ideal Book" which originally appeared in the first number of "Ars et Metiers Graphique" and which is here printed in a translation provided by Theodore W. Koch. Porter Garnett, director of the Laboratory Press at Pittsburgh, which produced this, writes: "Our purpose in undertaking to print this booklet was to make it, as far as possible, express and exemplify the principles set forth by M. Valéry. The typographic form in which it has been cast is characterized by delicacy. This being true, we set for ourselves the task of printing a delicate design in a delicate manner. We decided, therefore, despite the difficulties presented, to print this project on a very thin, lightly sized, and semi-transparent paper. Our problem was to achieve density of color, adequate impression, a crispness comporting with the delicacy of the design, and at the same time to minimize the shadow caused by the transparency of the paper."

Good Second-Hand Condition

John T. Winterich

THE helpful co-operation of two London booksellers made it possible last month for this department to present some particulars of the dust-jacket on a copy of the first cloth edition of Dickens's "The Mystery of Edwin Drood" (1870). In the interval your correspondent has enjoyed the privilege of inspecting a copy of this item, dust-jacket and all, which Edgar H. Wells of New York has just brought back from London. (It should here be mentioned, parenthetically, that Mr. Wells is the 1930 winner of this department's annual prize cup for the first American bookseller to complete the round trip to London.)

The dust-jacket on the Wells copy of "Edwin Drood" reads as follows: "The Mystery / of / Edwin Drood. / (rule) / By Charles Dickens. / (rule) / London: / Chapman and Hall, 193, Piccadilly," the whole surrounded by a rule. The backstrip reads: "The / Mystery / of / Edwin Drood / (rule) / London: / Chapman & Hall." The back is blank, and the flaps likewise.

The most interesting point about the "Edwin Drood" jacket is that it does not even list the fact that the book contains twelve illustrations by S. L. (Sir Luke) Fildes and a portrait.

Thus here again is very excellent proof that early wrappers were designed purely for the utilitarian purpose of protecting the book and with no thought of their potentialities as vehicles of advertising. The fact is all the more surprising on considering that, when one thinks of books issued in parts, one thinks first and inevitably of Charles Dickens—and the wrappers of the parts were about as fine a piece of jacket advertising as was ever executed. The wrappers of the "Edwin Drood" issue in parts are perhaps the most notable of all, even among the works of Dickens, for the reason that at least one of the army of experts who have attempted a solution of this mystery among mysteries is of the opinion that the solution may lie in the illustrations on the wrapper.

AN interesting letter from Richard Henry Dana, son of the author of "Two Years Before the Mast," and himself the editor of the distinguished two-volume edition of that classic issued by Houghton Mifflin in 1911, furnishes much important data. The article on "Two Years Before the Mast" which appeared in the *Publishers' Weekly* for March 15th cited the familiar fact that Dana received only \$250 for the copyright—a business which aroused the indignation of his biographer, Charles Francis Adams. This department asked Mr. Dana if his father had ever given any evidence of a similar indignation. Mr. Dana answered:

"As to the feelings towards Harpers, my father never entertained bitter feelings. I have heard him tell the story, but more as a humorous one than as a ground for complaint. I remember him saying in particular that when Alonzo Potter met him abroad and said how he had read 'Two Years Before the Mast' before anyone else outside the immediate family, because he had read it for Harpers, and how he had advised the publishers to purchase the book at any price necessary to secure it, my father said, 'Do you think that the success of the book has led you to think you recommended it more highly than you did at the time, because Harpers said the reader had only given a very moderate recommendation for the book?' Bishop Potter said 'No, I remember it very clearly, almost to the very words, because I knew the Dana family and was so much struck with the story myself.' I think my father had a little pleasure in one side of the story, in that Harper belonged to one of the sects which made a great deal of prayer meetings, revivals, experience meetings, sudden conversions, and much emotion, while my father, as an Episcopalian, believed less in those things than in carrying out Christian principles in life."

A request to Mr. Dana for any light he might be able to throw on the vexed problem of the two forms of binding—black cloth and white cloth—elicited the following data:

"I do not know the exact date of the publication in 1840, but I have found the edition in black cover, with my father's signature in it, and many corrections made by his father and brother, Edmund, and I think this must be one of the two dozen printed copies given him, in addition to the \$250. If the signature and the corrections prove that this black copy was the first one, that would settle the matter."

Mr. Dana also has a copy in the figured white cloth. The original manuscript, he adds, is among a loan of Dana papers made by him to the Massachusetts Historical Society. It is nearly complete. He adds:

"You say you would like my father's opinion of the book. The only thing I remember his saying, and he said it, I think, twice in my presence, was that he believed his reputation would rest upon this book, which he threw off as a young man, rather than on his trial of the prize cause, and notes on international law, which represented the best work of which he was capable."

Arthur Swann also makes an important contribution to the discussion of the peculiarities of the first edition. He approves the doubt "that any definite proof can ever be adduced to give one binding priority over the other" and adds:

"I have in my possession a letter from P. K. Foley in which he says that a very early entry of his reads: 'Personally my conclusion has been—and is—that the color of binding, black or white, is no evidence of priority. Styles and colors whether in 1840 or 1920 appear to me dictated by the bookseller who had in mind the preferences of customers. Just recall the various shades and colors, none denoting priority—of the countless issues of New York and Boston, in the sixties and seventies! And dear Uncle Tom, whose raiment put to shame the many colors of Joseph's famous coat.'

"Mr. Foley also said that many years ago he made a personal entry as follows: 'Dana. Two Years. Thomas Waterman's copy—black cloth—bears date of acquisition, September 26, 1840—Dana's Preface is dated July 1840 . . . Mr. Waterman's collection of contemporary American literature ranked first in Boston, and you can safely bet his bookseller lost no time in supplying a copy from his first consignment.'"

HARRY STONE gave your correspondent the pleasant privilege of examining in detail two volumes of the *Emerald* of Boston, from May 3, 1806, to October 17, 1807, during which time the father and mother of Edgar Allan Poe were earning a not too lusty livelihood in providing dramatic entertainment to the residents of the city that was to be the birthplace of their famous son. The *Emerald* paid much attention to the drama, and its comments are characterized by a competence and a delicacy that one does not generally associate with that era of strong-arm dramatic and literary criticism.

The first allusion to the Poes is in the issue of October 18, 1806. "This evening," the *Emerald's* critic records of the performance of Morton's "Speed the Plow" on Monday, October 13, "a Mr. and Mrs. Poe, Mr. Turnbull and Mrs. Dykes appeared, as new performers. Our opinion of their respective merits cannot yet consistently be announced." A week later the critic was ready with specific comment. The play was Kotzebue's "Lover's Vows." "Mr. Poe must learn to elevate his voice and dignify his gestures. They are oftentimes laughable when he wishes to be serious; and generally are tame when he strives to be energetic. Mrs. Poe performed the scene with *Anhalt*, where she divulges her affection, in an accurate, chaste and attractive manner."

In the issue of November 8, Mr. Poe receives probably the highest praise which the *Emerald* ever accorded him. "No objection," said the critic, "is made to the appearance of Mr. Poe in Sir George Touchwood. The character is certainly not a bustling one; we think it susceptible of more life than he infused into it. We were however sometimes gratified with displays of correct spirit; we hardly expected it, and the audience appreciated it and rewarded it as a novelty." But "we would say generally of Mrs. Poe's Priscilla Tom-boy that it was an excellent performance."

Uniformly the criticisms are at least mildly disparaging of Mr. Poe's ability, and as uniformly laudatory of the prowess of Mrs. Poe:

"Mrs. Poe charmed in Rose Sydney."

"Mr. Poe, as he did not appear to aim at, so he did not attain much celebrity in Frank

Rochdale. We hope he may yet learn more dignity in elevated scenes."

"The female parts were well sustained, particularly Mary Thornberry by Mrs. Poe."

"In Count Montalban Mr. Poe wanted dignity."

"Mr. Poe could have rendered the interest more lively."

"Mr. Poe was Count Bassett; and acted, as usual, quite tamely."

"We mention Mrs. Poe, with pleasure, as Miss Jenny. She *preserved* her character with credit, both in *open* and *bye* play."

"Mrs. Poe in Mariana was eminent in the first and second scenes."

"Mr. Poe flashed some light upon his part now and then; at other times he preserved his original obscurity."

"We are ready to make allowances for Mr. Poe's deficiency in Sir Charles Surface, in manners, spirit, and orthoepy. The suddenness with which the character must have been assumed is a mantle which, like charity, covers a multitude of sins."

"Cherry by Mrs. Poe had a representation at once lovely and able."

"Mrs. Poe as Cordelia has once received our approbation, and has again deserved it. But we notwithstanding prefer her comedy."

"Mr. Poe in Blushenly was a bad lover and a worse gentleman."

"We saw Mrs. Poe in a few scenes of *Volante*, and in some respects were highly gratified; but they had more of the hidden than perhaps they required."

The *Emerald's* critic appears to have been competent and considerate; certainly he was consistent. The uniform and doubtless merited disparagement of Mr. Poe, and the equally uniform praise of Mrs. Poe's intelligence and sprightliness, leave little room for doubt that Edgar inherited the major share of his talent from the maternal side.

Catalogs Received

Americana. (No. 24; Items 324.) Argosy Book Stores, Inc., 45 Fourth Avenue, New York City.

Ars Medica per Saecula. (Items 2014.) C. E. Rapaport, 153, Via Del Babuino, Rome, Italy.

Boston Items. (Items 85.) Stanley O. Bezanson, 32 Ames Bldg., 1 Court St., Boston, Mass.

Books, chiefly first editions, and two letters of literary interest. (No. 2; Items 167.) Malcolm Sills, Ye Bibliophile, Chappaqua, N. Y.

First editions, association copies and autograph letters of modern authors. (No. 16; Items 976.) Bertram Rota, 76a Davies St., London, W. 1, England.

First editions, autograph letters, association copies, manuscripts. (No. 9; Items 451.) Phoenix Book Shop, 41 East 49th St., New York City.

First editions. (No. 111; Items 2004.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

First editions and rare books. (No. 220; Items 209.) James F. Drake, Inc., 14 West 40th St., New York City.

Greek and Latin classics and works relating to classical antiquity. (Items 1276.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.

Illustrated books, topographical, portraits, caricatures, special editions, etc. (Catalog of Dept. 17.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.

Le Bibliophile et sciences psychiques. (No. 40; Items 990.) Emile Nourry, 62, Rue des Ecoles, Paris, 5e, France.

Manoscritti incunabili e libri figurati Del Secolo XVI. (Items 160.) Libreria Antiquaria, Ulrico Hoepli, Galleria De Cristoforis, Milan, Italy.

Marine, rare books, maps and atlases. (Items 108.) The Market for Exchange, 88 Broad St., Room 712, Boston, Mass.

Mathematics and physics, mostly foreign. (No. 46; Items 468.) Deighton, Bell & Co., Ltd., 13 Trinity St., Cambridge, England.

Miscellaneous books. (No. 131; Items 855.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

Miscellaneous old books from various sources. (No. 34; Items 1624.) E. R. Robinson, 410 River St., Troy, N. Y.

Miscellaneous sets and single volumes comprising history, biography, travel and many other subjects. (Items 286.) Goodspeed's Book Shop, 2 Milk St., Boston, Mass.

Orientalia. (Part 2, Western Asia, India and the Far East; No. 263.) B. H. Blackwell, 50 Broad St., Oxford, England.

Private presses and special editions, first editions, books about books, etc. (No. 450; Items 720.) Bowes and Bowes, 1 Trinity St., Cambridge, England.

Publishers' Remainders. (Items 226.) Goodspeed's Book Shop, 2 Milk St., Boston, Mass.

Rare books. (No. 7; Items 59.) Duttons, Inc., 681 Fifth Ave., New York City.

Rare first editions. (No. 50.) William Targ, 808 North Clark St., Chicago, Ill.

Rare miscellaneous books. (No. 279; Items 36.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Rare pamphlets on Utah and Mormonism. (No. 280.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Scarce and interesting books. (No. 63; Items 837.) William J. Campbell, 223 South Sydenham St., Philadelphia, Pa.

Scientific books and publications of learned societies. (No. 348; Items 2020.) W. Heffer & Sons, Ltd., 3 Petty Cury, Cambridge, England.

Some items from the Mischke Art Library. Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Standard juveniles, completely reseeded and reinforced in buckram bindings for library and school use. H. R. Hunting Co., Springfield, Mass.

Unusual and valuable books. (Items 66.) Stanley O. Bezanson, 32 Ames Bldg., 1 Court St., Boston, Mass.

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Reports by S. H. Long, Wm. Howard, Wm. G. McNeil, on Constr. of B. & O. R.R.
Mag. Am. Histy. Feb. & Nov., 1878.

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Capt. Forsyth. Highlands of Central India.
Baldwin. Large and Small Game of Bengae.
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Rutherford. Radioactive Substances & Radiation. Macmillan.

AUSTIN BK. Co., 113 E. 9TH ST., NEW YORK
Stockton. Pomona's Travels.
Dawson, W. L. Birds of Ohio. Latest ed.
Tunison, Joseph. Master Virgil.
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Coues. Fur Breeding Animals. 1877.
Byrne, Donn. First eds.

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Johnson. American First Editions.

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Dowling. Saturday Night Sermons.
Ker. History of Preaching.
Sinclair. Voices of Today.

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Ross. Thou Shalt Not; also other titles.

BAPTIST BK. STORE, 323 GUTHRIE, LOUISVILLE, KY.

What Every Christian Needs to Know. Howard Pope.

BARNES & NOBLE, 76 FIFTH AVE., NEW YORK
Echols. Calculus. 1908. Holt.
Salmon. Higher Plane Curves; Lessons Introd. to Mod. Higher Alg.
Key to Ollendorf's German Method.

H. C. BARNHART, 35 W. MARKET, YORK, PA.
Archery, Its Theory and Practice. Horace A. Ford. Pub. F. E. Roff, Toledo, Ohio.
The Glorious Company of the Apostles. J. D. Jones.

N. J. BARTLETT & Co., 37 CORNHILL, BOSTON
Am. Bk. Prices Current. 1907, 1908, 1910, 1911, 1913, 1914, 1915, 1920, 1924.
Coffin, Chas. How to Study Architecture.
Pearson. Murder at Smutty Nose.

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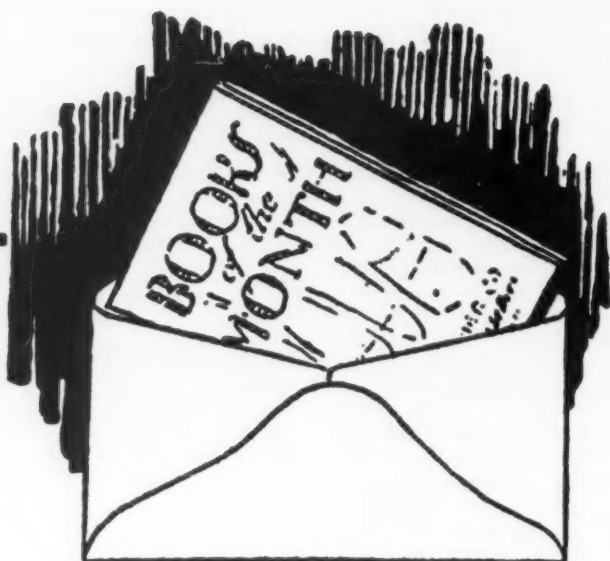
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✻ ✻ ✻ The first reports from the American Library Association Convention in Los Angeles, in next week's issue, will include the announcement of the award of the Newbery Medal. In the Children's Book Department of this number Josiah Titzell writes on Rachel Field, author of "Hitty, Her First Hundred Years" and other children's books. Alice Jordan, of the Boston Public Library, contributes a history of that old and famous publication "St. Nicholas." A feature which should be most valuable for booksellers now that people are going into the West to visit the natural wonders there, is a list of books which discuss the American National Parks. The list has

been compiled by C. Edward Graves of the Humboldt Teachers' College. ✻ ✻ ✻

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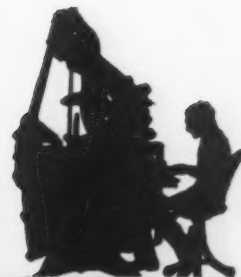
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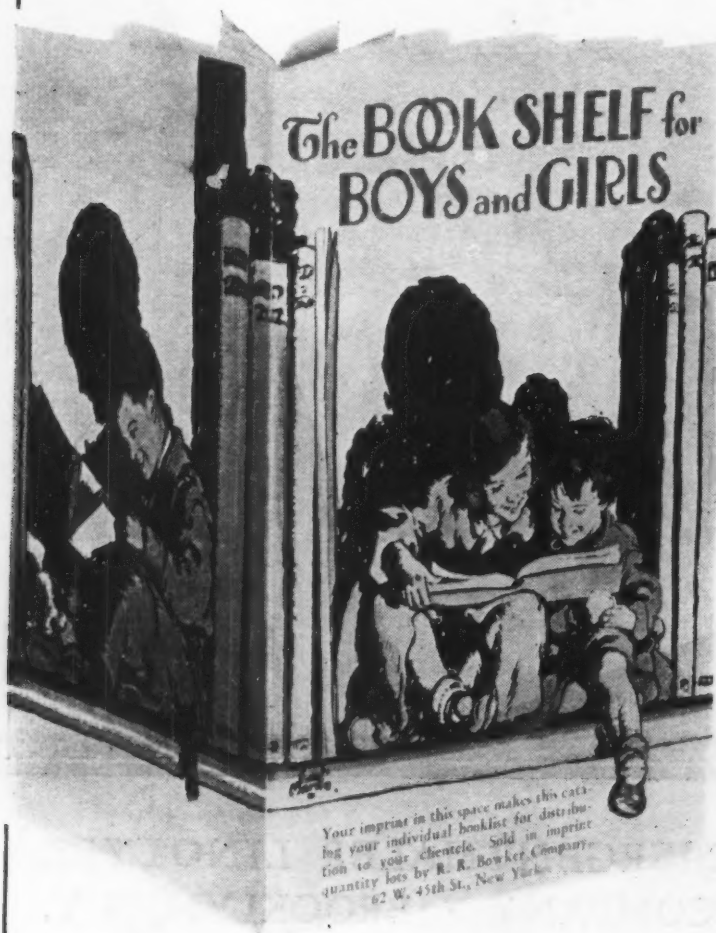
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